

## Juice - China - November 2015

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“The juice market has declined slightly driven by the poor performance of juice drink segment. Though the juice drink segment continues to dominate the retail market with an estimated 88.5% volume share in 2015, its share is expected to be taken by pure juice and nectar.”  
Ching Yang, Research Analyst

### This report looks at the following areas:

- How can 100% packaged juice compete with freshly squeezed juice?
- Investing more in pure juice is a must for manufacturers to gain share
- Large playground for juice-fusion products

### What you need to know

The juice market has declined slightly driven by the poor performance of the juice drink segment. Though the juice drink segment still dominates the juice category in retail market, part of its market share is expected to be taken by 100% pure juice and nectar.

Consumers are also drinking more freshly squeezed juice than packaged juice than 12 months ago. Further analysis shows freshly squeezed juice users have higher health awareness and are more attentive to specific health benefits when drinking juice. Packaged juice manufacturers can utilize not-from-concentrate claims, clean labels, or high pressure cold pressing technology to establish product advantages.

Increased juice consumption has been seen when eating out and when socializing out of home. This indicates the opportunity for manufacturers to grow sales through on-trade channels or could look to transform juice from being a traditional family-oriented drink to being more trendy and fun.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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