

## Juice - China - October 2016

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“In the shrinking juice market, packaged juice faces competition from on-trade fresh juice and the decrease of juice drinks but there is an opportunity for packaged pure juice and functional juice as healthier options. The challenges for juice manufacturers in China tend to be how to continue building positive associations and added value to the category.”

– Lei Li, Research Analyst

This report looks at the following areas:

- How to diversify juice with added values (eg vegetable blends, cold-pressed or superfruits)
- How to extend occasions and seasonal usage (eg gifting or limited editions)
- How to target children/young parents

The current juice market has declined, especially retail volume sales, driven by the poor performance of the dominant juice drinks segment and fierce competition from other soft drinks. However, the juice drinks' fall is pure juice's and nectar's gain, along with rising health-minded consumers, which highlights the future development directions for juice companies and brands.

Despite the overall juice market's prosaic growth in terms of value sales, the future growth opportunities essentially would come from encouraging juice drinkers to trade up for more premium products such as packaged pure or functional juices as well as expanding usage occasions such as daily with meals. Meanwhile, it is crucial for companies and brands to differentiate from competitors by adding value to their juice products with superfruit ingredients or cold-pressed processing technique.

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