

Juice - China - September 2017

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“Under a shrinking volume market, sustained trading up for packaged juice is fundamental for future market growth. New interpretations of high-quality pure juice in the forms of cold-pressed and NFC have emerged in China yet still need further progress. Companies and brands may also highlight consumption benefits and not just for 100% pure juice but also non-100% juice.”

- **Lei Li, Research Analyst**

This report looks at the following areas:

- What should non-100% juice brands focus on promoting?
- How cold-pressed juice and NFC may develop further in China
- How to target meal occasions in juice consumption

This Report covers packaged fruit and vegetable pure juices, nectars and juice drinks which consumers can drink without adding water.

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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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- How cold-pressed juice and NFC may develop further in China
 - The facts
 - The implications
- How to target meal occasions in juice consumption
 - The facts
 - The implications

The Market – What You Need to Know

- Retail volume market is slowing down while continued premiumisation trend helps value sales growth
- Premium concepts are market drivers while rising ownership of juicer machines and popularity of on-trade offerings are market barriers

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Pure juice and nectar continue to grow in value while juice drinks decline

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Juice drinks enjoy diverse consumption occasions across regions

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100% juice brands yield stronger consumer loyalty than juice drinks
Different genders have different health preferences

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