

Juice and Juice Drinks – China – September 2019

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This report looks at the following areas:

- Functionality helps expand consumption occasions
- Nutrition offers potential opportunity of repeat purchase
- Foodservice channels spark inspiration in blending

The juice market is undergoing changes, slowly but substantially. The juice market's value is estimated to hit RMB112.0 billion in 2019 and will reach RMB133.6 billion in 2024. Sales volume however is on a declining trend, and is projected to reach 14,058 million litres in 2019 and drop to 13,809 million litres in 2024. With consumption upgrading and rising awareness of health issues, consumers are gradually cutting back on the consumption of juice drinks and switching to nectars and pure juices which contain higher fruit concentrations. In regard to the compositional structure of the juice category, shelf-stable juice is struggling to grow, while there is larger demand for chilled juice. Functionality has potential to help expand juice consumption occasions and increase repeat purchase. In addition, innovations from foodservice channels are invigorating the juice category, and also provide cues for packaged beverage brands in terms of development direction.



“As a growing market, the juice category is led by consumers’ health consciousness and driven by advanced manufacturing and transportation techniques. Pure juice chips away at juice drinks in share and indicates the direction of premiumisation.”

– Zhenni Wu, Research Analyst

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