

Innovations in Fruit and Vegetable Juices: Emerging Opportunities in Premiumization, Sustainability and Positive Health

Phone: +44 20 8123 2220

Fax: +44 207 900 3970

office@marketpublishers.com

<http://marketpublishers.com>

Innovations in Fruit and Vegetable Juices: Emerging Opportunities in Premiumization, Sustainability and Positive Health

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Juices are naturally occurring liquids in fruit and vegetable tissues that can be classified into five major categories. They include:

- Fruit drink (0–29% juice);
- 100.0% fruit juice (from concentrate);
- 100.0% fruit juice (not from concentrate);
- Nectar (30–99% juice); and
- Vegetable juice.

In developed markets of Western Europe, the UK will lead the growth for 100.0% pure fruit juices categories while a significant rise in demand for fruit drinks from emerging markets such as China and Russia will drive growth for the juices market. A rise in consumer focus on preventive healthcare will increase demand for superfruit juices while safety and ethical concerns will drive innovation and NPD in organic and 100% natural juices.

This report contains a summary of the innovative and novel fruit and vegetable juices launches between June 2006 and May 2010, as reported by Product Launch Analytics, an in-house database of new product launches in fast moving consumer goods (FMCG). This report analyzes market data on the value and volume growth of the fruits and vegetable juices market. Innovation and NPD are analyzed by region and category, and emerging market trends are illustrated in the report. Moreover, this report enables manufacturers identify the emerging trends and growth opportunities in fruits and vegetable juices.

Key Features

- Key trends, market drivers and resistors to the growth of fruit and vegetable juice market.
- Role of the key naturalness and nutritional benefits associated with juices consumption that positions this soft drink as a preferred beverage among food and drinks sectors.
- Analysis of new juices launched between 2006 and 2009 from the data sourced from Product Launch Analytics.
- NPD and innovation trends in juices across various geographies and categories.

Key Benefits

- Predict future fruit and vegetable juice market size and growth levels using this report's forecasts to 2014 in Europe, Asia-Pacific and Americas, including category and country specific analysis.
- Improve the targeting and effectiveness of your NPD strategies based on this report's analysis of 'Product Launch Analytics' data of over 4,200 juice products launched globally between 2006 and 2009. The data is analyzed by category and region and includes further analysis of leading product tags and fast growth flavors.

- Discover the impact of consumer and regulatory drivers on fruit and vegetable juices market and examine the most innovative products launched and areas of opportunity for the manufacturers.
- Understand which key trends will offer greatest growth potential in the juice market over the next five years.
- Learn from the NPD and innovations in juices by major players to effectively replicate their successes in the future growth markets.
- An investigation into the role played by NPD and innovations in juice formulations using functional ingredients for product differentiation among juice manufacturers.

Key findings

The global market for juices was valued at approximately \$79bn in 2009. This market is projected to grow at a CAGR of 3.4% during 2009–14 to reach a value of \$93bn in 2014.

Among all new product launches across major soft drinks categories, juices accounted for 30.9% share in 2009, an increase of 7.8 percentage points over 2006. Additionally, the juices have outperformed functional drinks in NPD in 2009 by recording an 11.0 percentage point higher share than functional drinks.

During 2006–09, only 2.6% of all new juices launched were innovative. In 2009, 63.6% of all innovations in juices were in formulation. Health and wellbeing continued to be a key growth driver for innovation in functional juice formulations primarily owing to a rise in consumer focus on preventive healthcare.

The fruit drinks (0–29% juice) continue to dominate all other juice categories with a share of 46.1% in NPD in 2009, an increase of 5.8 percentage points over 2006. The share of nectars in NPD has also increased by 4.2 percentage points over 2006 to reach 17.0% in 2009.

In 2009, 'no preservatives' garnered the highest share of 11.3% among all other claims, an increase of 3.7 percentage point since 2006 replacing 'high vitamins' as the most used claim. The close second is 'high vitamins' that accounted for 9.3% share of all claims used in new product launches in 2009, a decline of 1.7 percentage points from 2006.

Major fast food chains such as McDonald's Corporation are also promoting the consumption of fruit and vegetable juices, specifically among children by customizing their menus for kids.

Key questions answered by this report

- How the fruit and vegetable juices markets will grow by value and volumes during 2009–14?
- How the consumer health concerns and regulatory trends will drive innovations and NPD in fruit and vegetable juices?
- Which juice categories and geographic regions offer the greatest growth opportunities for the juice manufacturers?
- Which juice categories and geographic regions registered highest NPD in juices during 2006–09?
- How fruit and vegetable juice manufacturers will benefit from the usage of superfruits, exotic fruits and active ingredients such as probiotics in their product formulations?
- How will premium fruit and vegetable juice products perform to 2014?

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