

# **India Packaged Fruit-Based Beverages Industry Outlook to 2019 - 100% juices and Nectars to Drive Future Growth**

<https://marketpublishers.com/r/I6BE6CA33DDEN.html>

Date: April 2015

Pages: 133

Price: US\$ 1,100.00 (Single User License)

ID: I6BE6CA33DDEN

## **Abstracts**

The report titled “India Packaged Fruit-Based Beverages Industry Outlook to 2019 - 100% juices and Nectars to Drive Future Growth” provides a comprehensive analysis of the various aspects such as market size of the India Packaged Fruit Based Beverages industry, packaged 100% Juices and nectars market, and packaged fruit drinks market. The report also covers the market shares of major companies in the overall fruit based beverage industry along with market share of major brands in the packaged 100% juices and nectars market and packaged fruit drinks market.

The fruit based beverage market can be broadly classified into two segments - packaged fruit based beverages and unpackaged fruit based beverages (fresh juice). Although the Indian fruit based beverage market has traditionally been dominated by the unpackaged segment but the recent past has seen an enormous growth potential in the packaged category. The contribution of packaged fruit based beverages to overall fruit based beverages in terms of volume consumption has increased from ~ in FY'2010 to ~ in FY'2014.

India packaged fruit based beverages market was valued at INR ~ billion in FY'2014 and has inclined from INR ~ billion in FY'2010 registering a CAGR of over 21.6% during FY'2010-14. The growth of the market over this period has been fueled by the growing urbanization, rising disposable income and surging middle class. Packaged fruit based beverages are largely consumed by the urban population, particularly by the middle class and upper class segment of the Indian population. The increasing disposable income and rising occurrences of diseases resulting from unhealthy lifestyles have greatly impacted the growth curve of the market over the years.

The packaged fruit based beverage market can be classified into three segments – Fruit drinks, Nectars and 100% juices, which differ on the basis of pulp content. During FY'2014, ~% of the market was majorly held by the fruit drinks segment followed by nectars with a contribution of ~ % and 100% juices with a contribution of ~ %. The fruit drinks generated revenue worth INR ~ billion while nectars and 100% juices generated revenue worth INR ~ billion and INR ~ billion respectively during FY'2014.

The fruit drinks revenue inclined from INR ~ billion in FY'2010 to ~ INR billion during FY'2014 displaying a CAGR of 20.0%. While revenue of 100% juices and nectars combined has inclined from INR ~ billion in FY'2010 to INR ~ billion during FY'2014 displaying a CAGR of ~ %

Dabur, PepsiCo, Coco- Cola, Parle Agro are some the major players in the packaged fruit based beverages market. While Dabur's Real Activ and Real and PepsiCo's Tropicana 100% and Tropicana are the major brands operating in the 100% juices and nectars segment, Coco- Cola's Maaza, PepsiCo's Slice and Parle Agro's Frooti are the major brands catering to fruit drinks segment. Coco- Cola is the market leader in the packaged fruit based beverages market in India followed by PepsiCo, Parle Agro and Dabur. In fact, Coco-Cola, PepsiCo and Parle Agro together constituted over ~% of the market during FY'2014 generating revenues worth INR ~ billion through its bands Maaza and Minute Maid, INR ~ billion through the brands Frooti, appy and appy fizz, and INR ~ billion through the brands Slice, Tropicana and 7up Nimbooz respectively.

Dabur and PepsiCo together accounted for over ~ % revenue in the 100% Juices and nectars category during FY'2014. The brand Real generated turnover worth INR ~ billion while Tropicana generated revenue worth approximately INR ~ billion during FY'2014 as opposed to INR ~ billion and INR ~ billion respectively in FY'2010.

Coco-Cola, Pepsi and Parle Agro together accounted for ~ % revenue in the fruit drinks category during FY'2014. During FY'2014, Maaza generated turnover worth approximately INR ~ billion while Slice and Frooti generated revenue worth approximately INR ~ billion and INR ~ billion respectively.

Indian packaged fruit based beverage market is set to register exceptional growth in the coming years with several opportunities propelling the industry such as change in lifestyle and urbanization, increasing disposable income and monthly allocation to expenditure on health related drinks. Geographical market development, innovative products and supply chain development are other factors that will propel the market. Revenue from the packaged fruit based beverages industry in India is expected to

escalate to INR ~ million in FY'2019, growing at a CAGR of ~% from FY'2015 to FY'2019. Within the packaged fruit based beverages, the 100% juices and nectars segmented is expected to grow at a CAGR of ~ % during FY'2015-2019, to reach INR ~ billion in FY'2019, while the fruit drinks segment is projected to grow at a CAGR of ~ during FY'2015-2019, to reach INR ~ billion in FY'2019.

## Key Topics Covered in the Report

The market size of the India Packaged Fruit Based Beverages industry, 100% Juices and nectars market, fruit drinks market

The market share of major brands in India 100% juices and Nectars market

The market share of major brands in India Fruit Drinks Market

Market segmentation of the India packaged fruit based beverage market on the basis of 100% juices, nectars and fruit drinks, geographical demand, urban and rural demand, and type of distribution channel.

Market segmentation of the India packaged 100% juices and nectars market on the basis of 100% juices and nectars, urban and rural demand, geographical demand, type of distribution channel and flavors.

Market segmentation of the India packaged fruit drinks market on the basis of urban and rural demand, geographical demand, type of distribution channel and flavors.

Trends and Development in the packaged fruit based beverages industry.

Competitive landscape and detailed company profiles of the major manufacturers of packaged fruit based beverages in India.

Challenges and Opportunities in the packaged fruit based beverages industry.

Detailed Company profiles of major cold pressed juices and juice bar players in India.

Future outlook and projections of the India Packaged Fruit Based Beverages Market –100% Juices, Nectars and Fruit Drinks, on the basis of revenues in

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