

# Market Analysis and Prospect of Fruit and Vegetable Juice Industry in China 2015-2020

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## Abstracts

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## INTRODUCTION

In 2014, the market size of fruit and vegetable juice industry was RMB149.07 billion, grew by 7%. By the end of 2014, there are around 5000 fruit and vegetable juice producers in China, of which one third are foreign invested companies. The revenue of these foreign invested companies accounts for half of the total revenue of the industry. The annual consumption of fruit and vegetable juice per capita in the U.S. is 45L and the average consumption in the world is 7L, while that in China is less than 1L. The fruit and vegetable juice industry has great potential in China and will continue to grow as more and more foreign and domestic brands enter the market.

In this report, ASKCI will further disclose market potential and commercial opportunities for fruit and vegetable juice industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

### 1) The Aim of Report

- To provide readers with comprehensive and in-depth understanding of Chinese fruit and vegetable juice industry;
- To analyze the market of the industry;
- To discover drivers and barriers of the industry;
- To reveal opportunities for fruit and vegetable juice industry in China.

### 2) Benefit from the Report

- Obtain latest info of fruit and vegetable juice industry, such as current development,

industrial chain, import and export, key players, etc.;

Find out how Chinese fruit and vegetable juice market will change and how your business can be involved in;

Keep informed of your competitors/their activities in the globe and in China;

Learn about key market drivers and barriers;

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