

Global Vegetable Juice Market Size study, by Type (Pure Vegetable Juice, Vegetable Blend Juice), by Application (Supermarket, Convenience Stores, Online Retail, Others) and Regional Forecasts 2018-2025

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Abstracts

Global Vegetable Juice Market valued approximately USD 30.9 billion in 2017 is anticipated to grow with a healthy growth rate of more than 5.5% over the forecast period 2018-2025. The Vegetable Juice Market is continuously growing in the global scenario at significant pace. Vegetable Juice is a juice drink made of mixed vegetables. Vegetable juice is often mixed with fruits such as apples or grapes to improve flavor is also available in the form of powders. Vegetable juice possesses numerous phytonutrients, phenolic compounds, and antioxidants that helps to remove free radicals from the body, improving blood circulation, boost immune system. Growing health consciousness among people and increasing disposable income in the emerging countries are the substantial driving factors of the market during the forecast period. Moreover, changing lifestyle is one of the major factor that likely to creating lucrative opportunity in the near future. As the lifestyle of people is changing, vegetable juices have found a place in daily meal, as demand for healthy beverages is increasing globally. Furthermore, vegetable juices contain anti-oxidants and vitamins that helps in improving & maintaining the health of people is another factor that impelling the demand of vegetable juice among people. However, poor packaging, cross-contamination of raw unprocessed juices and relatively high cost of vegetable juice are the factor that limiting the market growth of Vegetable Juice during the forecast period.

The regional analysis of Global Vegetable Juice Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of

market share due to increasing consumption of juices rising health awareness among people across the region. Further, Europe is estimated to grow as significant growth rate in the global Vegetable Juice market over the upcoming years. Asia-Pacific is anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025 owing to large demanding consumer base of vegetable juice across the region.

The major market player included in this report are:

CAMPBELLS

Gerber

Huiyuan

Tongyi

Masterkong

The Coca Cola Company

Suja Life LLC

Clean Juice LLC

The Raw Juice Co.

Naked Juice Company

Arrow Juice

Tropicana Products Inc.

American Juice Company

ODWALLA

Dash

King Juice Company Inc.

Old Orchard Brands LLC

Apollo Noni

The Daily Drinks Company

Langer Juice Company Inc.

SMART JUICE

Rhodes Food Group Holdings Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Pure Vegetable Juice

Vegetable Blend Juice

By Application:

Supermarket

Convenience Stores

Online Retail

Others

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

Target Audience of the Global Vegetable Juice Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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