

# Analysis and Forecast on China Juice & Juice Drinks Industry (2015-2016)

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## Abstracts

The Report “Analysis and Forecast on China Juice & Juice Drinks Industry 2015/2016” is based on BOABC’s accumulated research over the years, combining the research achievements of Nielsen, Euromonitor, Accenture, Mintel and China Beverage Industry Association and other authorities. A combination of qualitative research method and the quantitative research method is adopted to deeply analyses the development environment of China’s Juice and Juice Drinks industry, the industry development situation, the supplies, demands, trading conditions, industry competition pattern and the development of main enterprises. We also make a prospective judgment on the key issues such as the industrial development prospects, the supply and demand tendencies and the competitive situation.

## Foreword

Development of China Juice & Juice Drinks Industry in 2015 still wasn’t optimistic and lacked momentum.

The domestic and foreign demands continued to remain weak and the production continued the decline of 2014, which was expected to drop by 2% year on year.

The first trade shrinking in Juice and Juice Drinks occurred. An overall slide in import volume and value and export volume and value was found. The total trade volume was foreseen to drop by 4% and the total value to drop by 15%.

Producing enterprises’ income growth slowed down further to about 1.5%, which was the lowest within the recent 10 years.

The market lacked star products and fierce competition was found in the terminal market and the sales dropped.

From the life cycle of the industrial development, after an extremely short growth period, China's Juice and Juice Drinks industry quickly entered the mature stage and appeared the present dilemma of "getting old before get rich".

Chinese people's per capita consumption of Juice and Juice Drinks is far lower than the developed countries such as the European countries, America and Japan. The low consumption level is inconsistent with consumers' increased consumption capacity, consumers' continually increased health consciousness and the tendency to pursue convenience. Consumers' consumption potentials are not stimulated effectively and a huge development space still remains in the market.

How can China's Juice and Juice Drinks industry break through the impasse?

BOABC thinks that a thorough and deep analyses of the industry development environment, the supply and demand situation, the competition pattern, the development of the main enterprises would help enterprises find the crux of the industry dilemma and then lead China's Juice and Juice Drinks industry out of the valley and enter a healthy development expressway.

The Report "Analysis and Forecast on China Juice & Juice Drinks Industry 2015/2016" is based on BOABC's accumulated research over the years, combining the research achievements of Nielsen, Euromonitor, Accenture, Mintel and China Beverage Industry Association and other authorities. A combination of qualitative research method and the quantitative research method is adopted to deeply analyses the development environment of China's Juice and Juice Drinks industry, the industry development situation, the supplies, demands, trading conditions, industry competition pattern and the development of main enterprises. We also make a prospective judgment on the key issues such as the industrial development prospects, the supply and demand tendencies and the competitive situation.

The Report "Analysis and Forecast on China Juice & Juice Drinks Industry 2015/2016" will help you with the following:

1. To grasp the main data in the industrial development including:

The main industry economic indexes of the overall beverage industry, the carbonated beverage industry, the packaged drinking water industry

The production data on beverages, carbonated beverages, packaged drinking water (annually, monthly, regional and category data)

Consumption data (total volume, category, per capita data)

Trade data (annually, by country, enterprise, import and export data by category)

2. To understand the main factors those affect the industrial development
3. To grasp the industrial supply and demand situation and tendency
4. To grasp the industry competitive situation
5. To judge the general trend of the industrial development and to be proactive

If you are a Juice producing enterprise or trading enterprise, the report would help you make sound strategies, make effective arrangement of tactics, enhance the competitive capability and become an 'Everlasting' enterprise.

If you are an industry supplier, the report would help you make better service for customers, grasp business opportunities and improve performance.

If you are an investor, the report would help you predict the industry development tendencies, judge the industry investment value and select ideal investment projects.

BOABC has been dedicated in the research and consulting services in agriculture and food and beverage industry. We are willing to work with you hand in hand on the way to success.

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