

# China Fruit Juice & Beverage Market Review & Outlook 2012-2013

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## Abstracts

### Foreward

This report is based on the research on fruit/vegetable juices/drinks industry for many years specially after a full review on the fruit/vegetable juices/drinks market in 2012, by incorporating the changing law of the supply and demand relations of the industry of many years, from the perspective of the domestic market and after in-depth surveys and studies on the companies in the industry. This report provides strong data support and forecast on market trend for fruit juice producers from the perspective of the features of the industry itself and both the upstream and downstream of the industry. This report provides authoritative, thorough and reliable reference for decision making of companies in promulgating development strategy, investment and corporate management. Based on official data, this report is composed by adoption of quantitative and qualitative research methods. The following questions are answered by the report:

1. How Shall the Supply and Demand Situation of Fruit/vegetable Juices/drinks Change in China in 2013?
2. How Raw Material Supply at the Upstream of Fruit/vegetable Juices/drinks Shall Change in China in 2013?
3. How Competitive Shall Be China's Fruit/vegetable Juices/drinks in 2013?
4. What Shall Be the Development Strategies of Leading Companies in China in 2013?
5. How Shall be China's Fruit Juice Market in the Future thanks to the Restraint in Policy Environment, Raw Material Supply, Market Demand and Cost-benefit?

This report is based on the data published by the National Bureau of Statistics, China Customs, the Ministry of Commerce, the Development Research Center of the State Council, the National Economic Information Center, the Ministry of Agriculture, China

Beverage Industrial Association, China Food Industrial Association, the National Commercial Information Center, China Industrial Research Network, both domestic and foreign papers and magazines and data supplied by professional fruit juice/drink research institutes. This report provides scientific justifiable reference to fruit/vegetable juice/drink producers, scientific research institutions and sales companies for accurate understanding of the trend of the fruit/vegetable juice/drink industry, for grasping market opportunity, for making correct decisions and for defining corporate development direction.

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