

# Fruit/vegetable Juice - Belgium

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## Abstracts

Sales of fruit/vegetable juice were driven by consumers' desire for healthier beverages in 2010. The continuously growing interest of Belgian consumers in health and wellness issues helped to maintain healthy growth for fruit/vegetable juice, which by their nature project a healthy image. The segment of smoothies in particular has become increasingly important. However, the category has long since reached maturity, and innovations did not bring any added value. The addition of functional...

Euromonitor International's Fruit/Vegetable Juice in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2006-2010), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2015 illustrate how the market is set to change.

**Product coverage:** 100% Juice, Fruit-Flavoured Drinks (No Juice Content), Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fruit/Vegetable Juice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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