

Fruit/Vegetable Juice in Bulgaria

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Abstracts

Fruit/vegetable juice has continued to emerge as a healthier alternative to carbonates. As consumers get exposed to negative press opinions on the consumption of carbonates, they look for better and healthier alternatives. However, the more expensive and healthier types of fruit/vegetable juice –reconstituted 100% juice and nectars (25-99% juice) – saw volume decline in 2011 because consumers are more price sensitive than health oriented.

Euromonitor International's Fruit/Vegetable Juice in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2007-2011), 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 2016 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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