

Fruit/Vegetable Juice in China

<https://marketpublishers.com/r/FD1E396C3F7EN.html>

Date: April 2013

Pages: 76

Price: US\$ 990.00 (Single User License)

ID: FD1E396C3F7EN

Abstracts

During the review period, manufacturers studied consumers' preference for new flavours, in order to shift consumer taste. In 2012, crystal sugar pear juice was the most popular type of juice drinks within fruit/vegetable juice. It was firstly launched by President Enterprises (China) Investment Co Ltd, with different marketing methods to promote this product. Then, the new flavour received a warm welcome by local consumers, which distinguished it from other traditional flavours, such as orange...

Euromonitor International's Fruit/Vegetable Juice in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2008-2012), 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 2017 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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