

# Fruit/vegetable Juice - Italy

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## Abstracts

In 2010, there was a change in consumer habits compared to the previous year, with consumers returning to 100% juices, which are considered healthier and more natural. On the other hand, juice drinks experienced a 4% decline in total volume after four years of growth, while nectars continued to see slight growth. Smoothies saw a significant increase in sales, which is good news for fruit/vegetable juice in Italy, which tends to be a rather conservative category characterised by a lack of...

Euromonitor International's Fruit/Vegetable Juice in Italy 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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