

Fruit/Vegetable Juice in Malaysia

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Abstracts

Urbanisation and the fast pace of life in the city contribute to the preference for pasteurised nectars and 100% juices. The typical dual income household living in cities with young children are more aware of the benefits of juices, and are willing to spend their money on purchasing such products. Weekly trips to the supermarket or hypermarket are a must for such households, where they will buy their necessities and pick up cartons or bottles of juice along the way.

Euromonitor International's Fruit/Vegetable Juice in Malaysia 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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