

Fruit/Vegetable Juice in Norway

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Abstracts

Norwegian consumers demand more natural and healthy fruit/vegetable juice options as the category is in line with the trend that is set to continue to increase in Norway. In 2012, total value sales rose by 7%. Some categories did especially well and contributed most to the growth such as 100% juice with a 7% value increase in off-trade terms. It is perceived as healthier and more natural by Norwegian consumers, recording the strongest growth, at the expense of juice drinks (up to 24% juice) and...

Euromonitor International's Fruit/Vegetable Juice in Norway 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."

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Off-trade Sales of Fruit/Vegetable Juice by Category: Volume 2007-2012

Table 2 Off-trade Sales of Fruit/Vegetable Juice by Category: Value 2007-2012

Table 3 Off-trade Sales of Fruit/Vegetable Juice by Category: % Volume Growth 2007-2012

Table 4 Off-trade Sales of Fruit/Vegetable Juice by Category: % Value Growth 2007-2012

Table 5 Leading Flavours for 100% Juice: % Volume Breakdown 2007-2012

Table 6 Leading Flavours for Juice Drinks (up to 24% Juice): % Volume Breakdown 2007-2012

Table 7 Leading Flavours for Nectars (25-99% Juice): % Volume Breakdown 2007-2012

Table 8 % Share of Smoothies in 100% Juice: Off-trade Value 2012

Table 9 % Share of Smoothies in Nectars (25-99% Juice): Off-trade Value 2012

Table 10 Chilled Vs Ambient Not From Concentrate 100% Juice: % Volume Analysis 2007-2012

Table 11 Chilled Vs Ambient Reconstituted 100% Juice: % Volume Analysis 2007-2012

Table 12 Company Shares of Fruit/Vegetable Juice by Off-trade Volume 2008-2012

Table 13 Brand Shares of Fruit/Vegetable Juice by Off-trade Volume 2009-2012

Table 14 Company Shares of Fruit/Vegetable Juice by Off-trade Value 2008-2012

Table 15 Brand Shares of Fruit/Vegetable Juice by Off-trade Value 2009-2012

Table 16 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: Volume 2012-2017

Table 17 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: Value 2012-2017

Table 18 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: % Volume Growth 2012-2017

Table 19 Forecast Off-trade Sales of Fruit/Vegetable Juice by Category: % Value Growth 2012-2017

Fellesjuice As in Soft Drinks (norway)

Strategic Direction

Key Facts

Summary 1 Fellesjuice AS: Key Facts

Summary 2 Fellesjuice AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Fellesjuice AS: Competitive Position 2012

Hansa Borg Bryggerier Asa in Soft Drinks (norway)

Strategic Direction

Key Facts

Summary 4 Hansa Borg Bryggerier ASA: Key Facts

Summary 5 Hansa Borg Bryggerier ASA: Operational Indicators

Company Background

Production

Summary 6 Hansa Borg Bryggerier ASA: Production Statistics 2012

Competitive Positioning

Summary 7 Hansa Borg Bryggerier ASA: Competitive Position 2012

Lerum Fabrikker As in Soft Drinks (norway)

Strategic Direction

Key Facts

Summary 8 Lerum Fabrikker AS: Key Facts

Summary 9 Lerum Fabrikker AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 10 Lerum Fabrikker AS: Competitive Position 2012

Ringnes As in Soft Drinks (norway)

Strategic Direction

Key Facts

Summary 11 Ringnes AS: Key Facts

Summary 12 Ringnes AS: Operational Indicators

Company Background

Production

Summary 13 Ringnes AS: Production Statistics 2012

Competitive Positioning

Summary 14 Ringnes AS: Competitive Position 2012

Stabburet As in Soft Drinks (norway)

Strategic Direction

Key Facts

Summary 15 Stabburet AS: Key Facts

Summary 16 Stabburet AS: Operational Indicators

Company Background

Production

Summary 17 Stabburet AS: Production Statistics 2012

Competitive Positioning

Summary 18 Stabburet AS: Competitive Position 2012

Executive Summary

Novelty Products See Double-digit Growth

Carbonated Bottled Water Enjoys A Positive Performance

Domestic Companies Take the Lead

Convenience Stores

Continued Strong Performance

Key Trends and Developments

Consumption of Novelty Products Rises

Emergence of New Type of Packaging

Health and Wellness Trend Strengthens

Convenience Stores Gaining Popularity

Increasing Competition From International Companies

Market Data

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2007-2012

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2007-2012

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2007-2012

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2007-2012

Table 24 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2012

Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2012

Table 26 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2012

Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2012

Table 28 Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2007-2012

Table 29 Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2007-2012

Table 30 Off-trade Sales of Soft Drinks by Category: Value 2007-2012

Table 31 Off-trade Sales of Soft Drinks by Category: % Value Growth 2007-2012

Table 32 Company Shares of Off-trade Soft Drinks (as sold) by Volume 2008-2012

Table 33 Brand Shares of Off-trade Soft Drinks (as sold) by Volume 2009-2012

Table 34 Company Shares of Off-trade Soft Drinks (RTD) by Volume 2008-2012

Table 35 Brand Shares of Off-trade Soft Drinks (RTD) by Volume 2009-2012

Table 36 Company Shares of Off-trade Soft Drinks by Value 2008-2012

Table 37 Brand Shares of Off-trade Soft Drinks by Value 2009-2012

Table 38 Penetration of Private Label (as sold) by Category by Volume 2007-2012

Table 39 Penetration of Private Label by Category by Value 2007-2012

Table 40 Off-trade Sales of Soft Drinks by Category and Distribution Format: %
Analysis 2012

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel:
Volume 2012-2017

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: %
Volume Growth 2012-2017

Table 43 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value
2012-2017

Table 44 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value
Growth 2012-2017

Table 45 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume
2012-2017

Table 46 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume
Growth 2012-2017

Table 47 Forecast Off-trade Sales of Soft Drinks by Category: Value 2012-2017

Table 48 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2012-2017

Appendix

Fountain Sales in Norway

Market Data

Table 49 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain
On-trade: Volume 2007-2012

Table 50 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain
On-trade: % Volume Growth 2007-2012

Table 51 Sales of Carbonates by Fountain On-trade through C-Store vs Other
Fountain On-trade: Volume 2007-2012

Table 52 Sales of Carbonates by Fountain On-trade through C-Store vs Other
Fountain On-trade: % Volume Growth 2007-2012

Table 53 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other
Fountain On-trade: Volume 2012-2017

Table 54 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other
Fountain On-trade: % Volume Growth 2012-2017

Table 55 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs

Other Fountain On-trade: Volume 2012-2017

Table 56 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs
Other Fountain On-trade: % Volume Growth 2012-2017

Sources

Summary 19 Research Sources

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