

Fruit/Vegetable Juice in Australia

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Abstracts

Fruit/vegetable juice total volumes declined by 1% in 2012 to reach 706 million litres. This performance was in line with the review period negative CAGR of 1% in volume terms. Growth in off-trade value terms was also flat. The soft performance was driven by increasing consumer awareness that fruit/vegetable juice was not necessarily the purely healthy option espoused by manufacturers and health professionals given the high sugar content of many juices. The key differentiating attribute of...

Euromonitor International's Fruit/Vegetable Juice in Australia 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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