

Fruit/Vegetable Juice in Indonesia

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Abstracts

2012 witnessed abundant new product launches supported by heavy promotional campaigns across fruit/vegetable juice. In order to attract younger generations who are interested in trying out new flavours and who are attracted by distinctive packaging, manufacturers launched a flurry of new products in mixed flavours, such as Heinz ABC's ABC Gold in mixed fruits flavour and ABC President's Nü JUV in guava lychee and pomegranate cranberry flavours.

Euromonitor International's Fruit/Vegetable Juice in Indonesia 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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Coca-Cola Maintains Lead in Soft Drinks

Rapid Expansion of Hypermarkets and Convenience Stores Continues

Growth Expected To Slow Slightly for Soft Drinks

Key Trends and Developments

Unit Prices Increase More Significantly in 2012 Than in Previous Year

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