

Fruit/Vegetable Juice in Italy

<https://marketpublishers.com/r/FE82DCFCD5CEN.html>

Date: July 2013

Pages: 57

Price: US\$ 990.00 (Single User License)

ID: FE82DCFCD5CEN

Abstracts

The economic downturn was a great obstacle to growth of fruit/vegetable juice, with sales declining by 4% in total volume terms in 2012. Whereas in previous year's volume growth had been positive, the category could not weather the storm, as consumers decided to cut out non-essential and relatively high priced groceries, such as fruit/vegetable juice. Although fruit/vegetable juice was supported by new launches to a great extent in both 2011 and 2012, this was not sufficient to ensure positive...

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 (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

Acqua Minerale San Benedetto SpA in Soft Drinks (italy)

Strategic Direction

Key Facts

Summary 1 Acqua Minerale San Benedetto SpA Key Facts

Summary 2 Acqua Minerale San Benedetto SpA Key Facts: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Acqua Minerale San Benedetto SpA: Competitive Position 2012

Coca-Cola Hbc Italia SRL in Soft Drinks (italy)

Strategic Direction

Key Facts

Summary 4 Coca-Cola HBC Italia Srl: Key Facts

Summary 5 Coca-Cola HBC Italia Srl: Operational Indicators

Company Background

Production

Summary 6 Coca-Cola HBC Italia Srl: Production Statistics 2012

Competitive Positioning

Summary 7 Coca-Cola HBC Italia Srl: Competitive Position 2012

Cogedí International SpA in Soft Drinks (italy)

Strategic Direction

Key Facts

Summary 8 CoGeDí International SpA: Key Facts

Summary 9 CoGeDí International SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 10 CoGeDí International SpA: Competitive Position 2012

Conserve Italia - Consorzio Cooperative Conserve Italia Scarl in Soft Drinks (italy)

Strategic Direction

Key Facts

Summary 11 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Key Facts

Summary 12 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 13 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Competitive Position 2012

La Doria SpA in Soft Drinks (italy)

Strategic Direction

Key Facts

Summary 14 La Doria SpA: Key Facts

Summary 15 La Doria SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 16 La Doria SpA: Competitive Position 2012

Zuegg SpA in Soft Drinks (italy)

Strategic Direction

Key Facts

Summary 17 Zuegg SpA: Key Facts

Summary 18 Zuegg SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 19 Zuegg SpA: Competitive Position 2012

Executive Summary

Soft Drinks Shows Minor Growth in 2012

the On-trade Channel Is Most Negatively Affected

Private Label Continues To Gain Ground

Supermarkets Continues To Account for the Majority of Off-trade Sales

Growth Set To Continue Over the Forecast Period

Key Trends and Developments

Soft Drinks Weathered 2012 Storm

the Shade of Sustainability in Soft Drinks in Italy

Traditional Soft Drinks Are the Key To Market Success

Face the Crisis With An Aperitif in the On-trade Channel

the Progress of Private Label in Soft Drinks

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 Soft Drinks (RTD) by Total Volume 2008-2012
- Table 33 Brand Shares of Soft Drinks (RTD) by Total Volume 2009-2012
- Table 34 Company Shares of On-trade Soft Drinks (RTD) by Volume 2008-2012
- Table 35 Brand Shares of On-trade Soft Drinks (RTD) by Volume 2009-2012
- Table 36 Company Shares of Off-trade Soft Drinks (as sold) by Volume 2008-2012
- Table 37 Brand Shares of Off-trade Soft Drinks (as sold) by Volume 2009-2012
- Table 38 Company Shares of Off-trade Soft Drinks (RTD) by Volume 2008-2012
- Table 39 Brand Shares of Off-trade Soft Drinks (RTD) by Volume 2009-2012
- Table 40 Company Shares of Off-trade Soft Drinks by Value 2008-2012
- Table 41 Brand Shares of Off-trade Soft Drinks by Value 2009-2012
- Table 42 Penetration of Private Label (as sold) by Category by Volume 2007-2012
- Table 43 Penetration of Private Label by Category by Value 2007-2012
- Table 44 Off-trade Sales of Soft Drinks by Category and Distribution Format: % Analysis 2012
- Table 45 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: Volume 2012-2017
- Table 46 Forecast Off-trade vs On-trade Sales of Soft Drinks (as sold) by Channel: % Volume Growth 2012-2017
- Table 47 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2012-2017
- Table 48 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2012-2017
- Table 49 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: Volume 2012-2017
- Table 50 Forecast Off-trade Sales of Soft Drinks (as sold) by Category: % Volume Growth 2012-2017
- Table 51 Forecast Off-trade Sales of Soft Drinks by Category: Value 2012-2017
- Table 52 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2012-2017
- Appendix
- Fountain Sales in Italy
- Table 53 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain

On-trade: Volume 2007-2012

Table 54 Sales of Soft Drinks by Fountain On-trade through C-Store vs Other Fountain

On-trade: % Volume Growth 2007-2012

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

Fountain On-trade: Volume 2007-2012

Table 56 Sales of Carbonates by Fountain On-trade through C-Store vs Other

Fountain On-trade: % Volume Growth 2007-2012

Table 57 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other

Fountain On-trade: Volume 2012-2017

Table 58 Forecast Sales of Soft Drinks by Fountain On-trade through C-Store vs Other

Fountain On-trade: % Volume Growth 2012-2017

Table 59 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs

Other Fountain On-trade: Volume 2012-2017

Table 60 Forecast Sales of Carbonates by Fountain On-trade through C-Store vs

Other Fountain On-trade: % Volume Growth 2012-2017

Sources

Summary 20 Research Sources

I would like to order

Product name: Fruit/Vegetable Juice in Italy

Product link: <https://marketpublishers.com/r/FE82DCFCD5CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FE82DCFCD5CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970