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Fruit/Vegetable Juice in Japan

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Abstracts

Fruit/vegetable juice grew by 4% in total volume sales in 2012. The growth was mainly driven by the growing popularity of tomato juice, whose health benefits were highlighted on TV programmes in February 2012. The programmes reported a scientific study by Kyoto University that found the contents of tomato juice function to help burn fat and have a positive effect on metabolic syndrome. After the programme, consumers rushed to purchase tomato juice and most tomato juice brands registered around...

Euromonitor International's Fruit/Vegetable Juice in Japan 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

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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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Sources
Summary 27 Research Sources

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