

# Fruit/Vegetable Juice in South Africa

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## Abstracts

Total volume and current value growth rates for fruit/vegetable juice in 2012 were both down sharply on 2011, and also slower than the respective CAGRs for the entire review period. This was mainly due to increased price sensitivity among consumers in the wake of the economic crisis, as fruit/vegetable juice products are relatively expensive. The negative impact that the lingering effects of the crisis had on fruit/vegetable juice consumption was compounded as rising raw material costs and...

Euromonitor International's Fruit/Vegetable Juice in South Africa 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

Ceres Fruit Juices (pty) Ltd in Soft Drinks (south Africa)

Strategic Direction

Key Facts

Summary 1 Ceres Fruit Juices (Pty) Ltd: Key Facts

Summary 2 Ceres Fruit Juices (Pty) Ltd: Operational Indicators 2010-2012

Company Background

Production

Competitive Positioning

Summary 3 Ceres Fruit Juices (Pty) Ltd: Competitive Position 2012

Clover Beverages (pty) Ltd in Soft Drinks (south Africa)

Strategic Direction

Key Facts

Summary 4 Clover Beverages (Pty) Ltd: Key Facts

Summary 5 Clover Beverages (Pty) Ltd: Operational Indicators 2010-2012

Company Background

Production

Competitive Positioning

Summary 6 Clover Beverages (Pty) Ltd: Competitive Position 2012

Executive Summary

South African Soft Drinks Shows A Modestly Improved Performance in 2012

Demand for Healthier Soft Drinks Products Continues To Rise

Global Giant Coca-Cola Remains the Clear Market Leader

Supermarkets Continue To Dominate Off-trade Distribution of Soft Drinks

Economic Recovery Will Underpin Positive Market Development Towards 2017

Key Trends and Developments

Consumers Remain Price Sensitive Despite Economic Recovery

South Africans Continue To Make Healthier Soft Drinks Choices

Busier Lifestyles and Price Sensitivity Fuel Changes in Off-trade Distribution

South African Population and Household Landscape

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 South Africa

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

Definitions

Sources

Summary 7 Research Sources

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