

# Fruit/Vegetable Juice in Ukraine

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## Abstracts

The overall sales of fruit/vegetable juice in Ukraine performed better in 2012 than in the previous year, growing by 2% in total volume and 9% in current value terms. The main drivers of this growth were consumer switches from other, less healthy categories, such as carbonates, as well as the on-trade sales during the summer months, which witnessed above average increases thanks to the Euro 2012 football tournament hosted in the country. Indeed on-trade volume sales grew by 3%, compared to only...

Euromonitor International's Fruit/Vegetable Juice in Ukraine 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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Declining Share of Leading Industry Players Benefits Their Smaller Local Counterparts

Hypermarkets Gains An Advantage Over Small Grocery Retailers

Demand for Healthier Products Will Drive Soft Drinks Sales To 2017

## Key Trends and Developments

Euro 2012 Has A Limited Impact on Soft Drinks Sales in Ukraine

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