

Fruit/vegetable Juice - Ukraine

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Abstracts

Fruit/vegetable juice lost consumer appeal at the end of the review period as the status of juice as a healthy drink was weakened in Ukraine. The presence of colorants in some juices led to negative publicity in the press and on television. Tests were carried out to check for juices' naturalness and quality, and the results made public. As a result, consumers turned to other soft drinks, with many returning to carbonates. Others preferred to buy juice extractors to make fresh juice at home.

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 (2006-2010), 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 2015 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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