

Juice in Belarus

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Abstracts

The health and wellness trend has been gathering pace amidst the COVID-19 pandemic due to growing concerns surrounding overall health, especially the functioning of the immunity system. This will be beneficial for juice overall, which is anticipated to continue seeing current volume growth, unlike many other product areas. Nonetheless, growth is expected to slow compared to that seen in 2019. Even so, a growing number of consumers have been opting for healthier juices without added sugar, preser...

Euromonitor International's Juice in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2015-2019), 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 2024 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the 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

KEY DATA FINDINGS

2020 IMPACT

The health and wellness trend gathers motion in 2020 due to consumer health anxiety regarding COVID-19

The financial backlash of the pandemic leads to intensified economising which benefits products such as nectars

Leading players focus on frequent discounting, however this restricts current value sales

RECOVERY AND OPPORTUNITIES

Price-sensitivity results in consumers cutting back on juice consumption as the economic backdrop worsens

Unit prices continue growing significantly each year

Juice faces competition from carbonates, bottled water and RTD tea

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2015-2020

Table 2 Off-trade Sales of Juice by Category: Value 2015-2020

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2015-2020

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2015-2020

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2016-2020

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2017-2020

Table 7 NBO Company Shares of Off-trade Juice: % Value 2016-2020

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2017-2020

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2020-2025

Table 10 Forecast Off-trade Sales of Juice by Category: Value 2020-2025

Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on soft drinks

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2015-2020

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume

Growth 2015-2020

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2015-2020

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2015-2020

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2019

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2019

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2019

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2019

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2015-2020

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2015-2020

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2015-2020

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2015-2020

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2015-2020

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2015-2020

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2016-2020

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2017-2020

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2016-2020

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2017-2020

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2015-2020

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2015-2020

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2015-2020

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2020

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2020-2025

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth
2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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