

# Juice in China

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## Abstracts

The overall juice category has been volatile in 2022, with off-trade volume and current value sales set to see slight declines for another year. The main factor causing the lower consumption of juice is the increasing consumption of healthy drinks, such as functional beverages and lower sugar ready-to-drink beverages. In addition, the trend towards avoiding packaged juices that are high in calories and sugar is growing as more people become aware of the health benefits of freshly squeezed juice,...

Euromonitor International's Juice in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 illustrate how the market is set to change.

**Product coverage:** 100% Juice, Coconut and Other Plant Waters, 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 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

### JUICE IN CHINA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Off-trade volume sales of juice continue to decline due to health concerns amongst consumers

Decline in off-trade sales of juice leads to struggles for several players in the category

The pandemic outbreak in 2022 raises demand for home delivery of juice

#### PROSPECTS AND OPPORTUNITIES

Not from concentrate (NFC) 100% juice set to grow over the forecast period

Brands in juice drinks will respond to decline through cost control and flavour innovation

Combinations of juice- and vegetable-based drinks will help enhance health attributes

#### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

### SOFT DRINKS IN CHINA

#### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

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 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 35 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 36 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 41 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 42 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 43 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 44 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2022-2027

Table 45 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 46 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth  
2022-2027

APPENDIX

Fountain sales in China

Trends

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SOURCES

Summary 1 Research Sources

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