

# Juice in the Philippines

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## Abstracts

Volume sales of juice saw relatively modest growth in 2023, with demand remaining below pre COVID-19 levels. Juice drinks, the largest product area, came under pressure during the pandemic, when the closure of schools throughout the Philippines eliminated numerous out-of-home consumption occasions. Many of the leading juice drink brands, including Minute Maid, Sunglo, and Zest-O, target school pupils, with the small pack sizes of these products making them a popular addition to daily lunchboxes.

Euromonitor International's Juice in Philippines 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.

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