

# Juice in South Africa

<https://marketpublishers.com/r/J88C08D857DEN.html>

Date: November 2023

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: J88C08D857DEN

## Abstracts

Popular juice brand Liqui-Fruit (Pioneer Foods (Pty) Ltd for PepsiCo Inc) has been rebranded. Its packaging has switched from a colourful box to a white background where the logo's colour is associated with the juice's flavour. When compared to the previous white outlined version that was less legible, this packaging aims to set a new standard for each box that is clearer to read. The box will additionally differentiate between flavours while allowing for easier recycling. A second strategy adop...

Euromonitor International's Juice in South Africa 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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