

Juice in Western Europe

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Date: February 2023

Pages: 61

Price: US\$ 1,325.00 (Single User License)

ID: J92FC1B2F80EN

Abstracts

This briefing examines juice in Western Europe. It looks at the various factors that affect the category, as well as looking at recent examples of innovation and related consumer trends. It assesses the positioning and performance of different companies and brands within the region, as well as outlining prospects for the category. Finally, there is a section that delves deeper into each individual country, establishing market context and the competitive landscape.

Euromonitor International's Juice in Western Europe global briefing offers an insight into to the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft Drinks 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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