

# Global Prune Juice Drink Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Prune Juice Drink market size is expected to reach \$ 7069 million by 2032, rising at a market growth of 6.3% CAGR during the forecast period (2026-2032). In 2025, global prune juice drink production reached approximately 1.1 billion units, with an average global market price of around US\$ 4 per unit. In 2025, the global 's total production capacity of prune juice drink reached 1.4 billion units. The industry average gross profit margin of this product reached 30% - 40%. Prune juice drinks are fruit and vegetable juice beverages made primarily from concentrated or undiluted prune juice, processed through dilution, blending, and sterilization. They retain the unique flavor and natural nutrients of prunes, and are widely recognized as a natural health drink with constipation-relieving properties due to their high content of sorbitol, dietary fiber, and polyphenolic antioxidants. Modern industrial production, while pursuing a balanced sweet and sour taste and clear color, also emphasizes preserving functional components through technology, allowing it to occupy a specific functional niche in the soft drink market.

The prune juice drink industry chain covers agricultural planting to end-retail. Upstream is the agricultural and primary processing stage, with large-scale prune plantations at its core, and raw material processing plants responsible for washing, pitting, and pressing fresh fruit to produce concentrated juice. Midstream is the beverage manufacturing and brand operation stage, where beverage manufacturers reconstitute the concentrated juice and blend it with other fruit juices, water, and food additives, then bottle and package it, while the brand owner is responsible for marketing. Downstream is the distribution and sales network, reaching end consumers through traditional supermarkets, convenience stores, online e-commerce, and special channels. The prune juice drink market has a promising future, with its growth primarily driven by the global surge in health and functional beverage consumption. As consumers pay unprecedented attention to natural ingredients, clean-label products, and digestive

health, prune juice, with its recognized ability to promote bowel movements, is steadily penetrating the mainstream health and wellness market from its traditional niche status. Future product innovation will focus on upgrading taste and formula, such as developing low-sugar or mixed fruit and vegetable flavors to broaden consumption scenarios; it will also emphasize functional segmentation and enhancement, such as launching high-fiber or prebiotic-fortified versions for women and the elderly; furthermore, consumption scenarios will extend beyond simple 'functional supplementation' to broader areas such as daily meals and exercise hydration, thereby continuously unlocking the market's enormous potential.

This report studies the global Prune Juice Drink production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Prune Juice Drink and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Prune Juice Drink that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Prune Juice Drink total production and demand, 2021-2032, (Units)

Global Prune Juice Drink total production value, 2021-2032, (USD Million)

Global Prune Juice Drink production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Prune Juice Drink consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Prune Juice Drink domestic production, consumption, key domestic manufacturers and share

Global Prune Juice Drink production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Prune Juice Drink production by Product Concentration, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Prune Juice Drink production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Prune Juice Drink market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nam Viet, Rita Food and Drink Co.,Ltd., PFV Network United States, Valley View Foods, Inc., Gregory Packaging Inc., Invertec Foods, National Raisin Company, Taylor Brothers Farms, Kiril Mischeff, Siroperie Meurens, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Prune Juice Drink market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Product Concentration, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Prune Juice Drink Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Prune Juice Drink Market, Segmentation by Product Concentration:

100% Pure Prune Juice

Prune Juice Mixed Beverage

Prune Concentrate Beverage

Global Prune Juice Drink Market, Segmentation by Functional Positioning:

Basic Functional Type

Daily Nutritional Type

Global Prune Juice Drink Market, Segmentation by Sugar Content:

Regular Sugar Type

Low Sugar/Sugar-Free Type

Global Prune Juice Drink Market, Segmentation by Application:

Online Sales

Shopping Mall

Supermarket

Convenience Store

Others

**Companies Profiled:**

Nam Viet

Rita Food and Drink Co.,Ltd.

PFV Network United States

Valley View Foods, Inc.

Gregory Packaging Inc.

Invertec Foods

National Raisin Company

Taylor Brothers Farms

Kiril Mischeff

Siroperie Meurens

Sunsweet Growers

Huiyuan Juice

Bishengyuan

Jiangzhong

**Key Questions Answered:**

1. How big is the global Prune Juice Drink market?
2. What is the demand of the global Prune Juice Drink market?
3. What is the year over year growth of the global Prune Juice Drink market?
4. What is the production and production value of the global Prune Juice Drink market?
5. Who are the key producers in the global Prune Juice Drink market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Prune Juice Drink Introduction
- 1.2 World Prune Juice Drink Supply & Forecast
  - 1.2.1 World Prune Juice Drink Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Prune Juice Drink Production (2021-2032)
  - 1.2.3 World Prune Juice Drink Pricing Trends (2021-2032)
- 1.3 World Prune Juice Drink Production by Region (Based on Production Site)
  - 1.3.1 World Prune Juice Drink Production Value by Region (2021-2032)
  - 1.3.2 World Prune Juice Drink Production by Region (2021-2032)
  - 1.3.3 World Prune Juice Drink Average Price by Region (2021-2032)
  - 1.3.4 North America Prune Juice Drink Production (2021-2032)
  - 1.3.5 Europe Prune Juice Drink Production (2021-2032)
  - 1.3.6 China Prune Juice Drink Production (2021-2032)
  - 1.3.7 Japan Prune Juice Drink Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Prune Juice Drink Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Prune Juice Drink Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Prune Juice Drink Demand (2021-2032)
- 2.2 World Prune Juice Drink Consumption by Region
  - 2.2.1 World Prune Juice Drink Consumption by Region (2021-2026)
  - 2.2.2 World Prune Juice Drink Consumption Forecast by Region (2027-2032)
- 2.3 United States Prune Juice Drink Consumption (2021-2032)
- 2.4 China Prune Juice Drink Consumption (2021-2032)
- 2.5 Europe Prune Juice Drink Consumption (2021-2032)
- 2.6 Japan Prune Juice Drink Consumption (2021-2032)
- 2.7 South Korea Prune Juice Drink Consumption (2021-2032)
- 2.8 ASEAN Prune Juice Drink Consumption (2021-2032)
- 2.9 India Prune Juice Drink Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Prune Juice Drink Production Value by Manufacturer (2021-2026)

- 3.2 World Prune Juice Drink Production by Manufacturer (2021-2026)
- 3.3 World Prune Juice Drink Average Price by Manufacturer (2021-2026)
- 3.4 Prune Juice Drink Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Prune Juice Drink Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Prune Juice Drink in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Prune Juice Drink in 2025
- 3.6 Prune Juice Drink Market: Overall Company Footprint Analysis
  - 3.6.1 Prune Juice Drink Market: Region Footprint
  - 3.6.2 Prune Juice Drink Market: Company Product Type Footprint
  - 3.6.3 Prune Juice Drink Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Prune Juice Drink Production Value Comparison
  - 4.1.1 United States VS China: Prune Juice Drink Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Prune Juice Drink Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Prune Juice Drink Production Comparison
  - 4.2.1 United States VS China: Prune Juice Drink Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Prune Juice Drink Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Prune Juice Drink Consumption Comparison
  - 4.3.1 United States VS China: Prune Juice Drink Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Prune Juice Drink Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Prune Juice Drink Manufacturers and Market Share, 2021-2026
  - 4.4.1 United States Based Prune Juice Drink Manufacturers, Headquarters and Production Site (States, Country)

- 4.4.2 United States Based Manufacturers Prune Juice Drink Production Value (2021-2026)
- 4.4.3 United States Based Manufacturers Prune Juice Drink Production (2021-2026)
- 4.5 China Based Prune Juice Drink Manufacturers and Market Share
  - 4.5.1 China Based Prune Juice Drink Manufacturers, Headquarters and Production Site (Province, Country)
  - 4.5.2 China Based Manufacturers Prune Juice Drink Production Value (2021-2026)
  - 4.5.3 China Based Manufacturers Prune Juice Drink Production (2021-2026)
- 4.6 Rest of World Based Prune Juice Drink Manufacturers and Market Share, 2021-2026
  - 4.6.1 Rest of World Based Prune Juice Drink Manufacturers, Headquarters and Production Site (State, Country)
  - 4.6.2 Rest of World Based Manufacturers Prune Juice Drink Production Value (2021-2026)
  - 4.6.3 Rest of World Based Manufacturers Prune Juice Drink Production (2021-2026)

## **5 MARKET ANALYSIS BY PRODUCT CONCENTRATION**

- 5.1 World Prune Juice Drink Market Size Overview by Product Concentration: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Product Concentration
  - 5.2.1 100% Pure Prune Juice
  - 5.2.2 Prune Juice Mixed Beverage
  - 5.2.3 Prune Concentrate Beverage
- 5.3 Market Segment by Product Concentration
  - 5.3.1 World Prune Juice Drink Production by Product Concentration (2021-2032)
  - 5.3.2 World Prune Juice Drink Production Value by Product Concentration (2021-2032)
  - 5.3.3 World Prune Juice Drink Average Price by Product Concentration (2021-2032)

## **6 MARKET ANALYSIS BY FUNCTIONAL POSITIONING**

- 6.1 World Prune Juice Drink Market Size Overview by Functional Positioning: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Functional Positioning
  - 6.2.1 Basic Functional Type
  - 6.2.2 Daily Nutritional Type
- 6.3 Market Segment by Functional Positioning
  - 6.3.1 World Prune Juice Drink Production by Functional Positioning (2021-2032)

- 6.3.2 World Prune Juice Drink Production Value by Functional Positioning (2021-2032)
- 6.3.3 World Prune Juice Drink Average Price by Functional Positioning (2021-2032)

## **7 MARKET ANALYSIS BY SUGAR CONTENT**

- 7.1 World Prune Juice Drink Market Size Overview by Sugar Content: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Sugar Content
  - 7.2.1 Regular Sugar Type
  - 7.2.2 Low Sugar/Sugar-Free Type
- 7.3 Market Segment by Sugar Content
  - 7.3.1 World Prune Juice Drink Production by Sugar Content (2021-2032)
  - 7.3.2 World Prune Juice Drink Production Value by Sugar Content (2021-2032)
  - 7.3.3 World Prune Juice Drink Average Price by Sugar Content (2021-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

- 8.1 World Prune Juice Drink Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
  - 8.2.1 Online Sales
  - 8.2.2 Shopping Mall
  - 8.2.3 Supermarket
  - 8.2.4 Convenience Store
  - 8.2.5 Others
- 8.3 Market Segment by Application
  - 8.3.1 World Prune Juice Drink Production by Application (2021-2032)
  - 8.3.2 World Prune Juice Drink Production Value by Application (2021-2032)
  - 8.3.3 World Prune Juice Drink Average Price by Application (2021-2032)

## **9 COMPANY PROFILES**

- 9.1 Nam Viet
  - 9.1.1 Nam Viet Details
  - 9.1.2 Nam Viet Major Business
  - 9.1.3 Nam Viet Prune Juice Drink Product and Services
  - 9.1.4 Nam Viet Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.1.5 Nam Viet Recent Developments/Updates

- 9.1.6 Nam Viet Competitive Strengths & Weaknesses
- 9.2 Rita Food and Drink Co.,Ltd.
  - 9.2.1 Rita Food and Drink Co.,Ltd. Details
  - 9.2.2 Rita Food and Drink Co.,Ltd. Major Business
  - 9.2.3 Rita Food and Drink Co.,Ltd. Prune Juice Drink Product and Services
  - 9.2.4 Rita Food and Drink Co.,Ltd. Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.2.5 Rita Food and Drink Co.,Ltd. Recent Developments/Updates
  - 9.2.6 Rita Food and Drink Co.,Ltd. Competitive Strengths & Weaknesses
- 9.3 PFV Network United States
  - 9.3.1 PFV Network United States Details
  - 9.3.2 PFV Network United States Major Business
  - 9.3.3 PFV Network United States Prune Juice Drink Product and Services
  - 9.3.4 PFV Network United States Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.3.5 PFV Network United States Recent Developments/Updates
  - 9.3.6 PFV Network United States Competitive Strengths & Weaknesses
- 9.4 Valley View Foods, Inc.
  - 9.4.1 Valley View Foods, Inc. Details
  - 9.4.2 Valley View Foods, Inc. Major Business
  - 9.4.3 Valley View Foods, Inc. Prune Juice Drink Product and Services
  - 9.4.4 Valley View Foods, Inc. Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.4.5 Valley View Foods, Inc. Recent Developments/Updates
  - 9.4.6 Valley View Foods, Inc. Competitive Strengths & Weaknesses
- 9.5 Gregory Packaging Inc.
  - 9.5.1 Gregory Packaging Inc. Details
  - 9.5.2 Gregory Packaging Inc. Major Business
  - 9.5.3 Gregory Packaging Inc. Prune Juice Drink Product and Services
  - 9.5.4 Gregory Packaging Inc. Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.5.5 Gregory Packaging Inc. Recent Developments/Updates
  - 9.5.6 Gregory Packaging Inc. Competitive Strengths & Weaknesses
- 9.6 Invertec Foods
  - 9.6.1 Invertec Foods Details
  - 9.6.2 Invertec Foods Major Business
  - 9.6.3 Invertec Foods Prune Juice Drink Product and Services
  - 9.6.4 Invertec Foods Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.6.5 Invertec Foods Recent Developments/Updates
- 9.6.6 Invertec Foods Competitive Strengths & Weaknesses
- 9.7 National Raisin Company
  - 9.7.1 National Raisin Company Details
  - 9.7.2 National Raisin Company Major Business
  - 9.7.3 National Raisin Company Prune Juice Drink Product and Services
  - 9.7.4 National Raisin Company Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.7.5 National Raisin Company Recent Developments/Updates
  - 9.7.6 National Raisin Company Competitive Strengths & Weaknesses
- 9.8 Taylor Brothers Farms
  - 9.8.1 Taylor Brothers Farms Details
  - 9.8.2 Taylor Brothers Farms Major Business
  - 9.8.3 Taylor Brothers Farms Prune Juice Drink Product and Services
  - 9.8.4 Taylor Brothers Farms Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Taylor Brothers Farms Recent Developments/Updates
  - 9.8.6 Taylor Brothers Farms Competitive Strengths & Weaknesses
- 9.9 Kiril Mischeff
  - 9.9.1 Kiril Mischeff Details
  - 9.9.2 Kiril Mischeff Major Business
  - 9.9.3 Kiril Mischeff Prune Juice Drink Product and Services
  - 9.9.4 Kiril Mischeff Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.9.5 Kiril Mischeff Recent Developments/Updates
  - 9.9.6 Kiril Mischeff Competitive Strengths & Weaknesses
- 9.10 Siroperie Meurens
  - 9.10.1 Siroperie Meurens Details
  - 9.10.2 Siroperie Meurens Major Business
  - 9.10.3 Siroperie Meurens Prune Juice Drink Product and Services
  - 9.10.4 Siroperie Meurens Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Siroperie Meurens Recent Developments/Updates
  - 9.10.6 Siroperie Meurens Competitive Strengths & Weaknesses
- 9.11 Sunsweet Growers
  - 9.11.1 Sunsweet Growers Details
  - 9.11.2 Sunsweet Growers Major Business
  - 9.11.3 Sunsweet Growers Prune Juice Drink Product and Services
  - 9.11.4 Sunsweet Growers Prune Juice Drink Production, Price, Value, Gross Margin

and Market Share (2021-2026)

9.11.5 Sunsweet Growers Recent Developments/Updates

9.11.6 Sunsweet Growers Competitive Strengths & Weaknesses

9.12 Huiyuan Juice

9.12.1 Huiyuan Juice Details

9.12.2 Huiyuan Juice Major Business

9.12.3 Huiyuan Juice Prune Juice Drink Product and Services

9.12.4 Huiyuan Juice Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Huiyuan Juice Recent Developments/Updates

9.12.6 Huiyuan Juice Competitive Strengths & Weaknesses

9.13 Bishengyuan

9.13.1 Bishengyuan Details

9.13.2 Bishengyuan Major Business

9.13.3 Bishengyuan Prune Juice Drink Product and Services

9.13.4 Bishengyuan Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 Bishengyuan Recent Developments/Updates

9.13.6 Bishengyuan Competitive Strengths & Weaknesses

9.14 Jiangzhong

9.14.1 Jiangzhong Details

9.14.2 Jiangzhong Major Business

9.14.3 Jiangzhong Prune Juice Drink Product and Services

9.14.4 Jiangzhong Prune Juice Drink Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.14.5 Jiangzhong Recent Developments/Updates

9.14.6 Jiangzhong Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

10.1 Prune Juice Drink Industry Chain

10.2 Prune Juice Drink Upstream Analysis

10.2.1 Prune Juice Drink Core Raw Materials

10.2.2 Main Manufacturers of Prune Juice Drink Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Prune Juice Drink Production Mode

10.6 Prune Juice Drink Procurement Model

10.7 Prune Juice Drink Industry Sales Model and Sales Channels

- 10.7.1 Prune Juice Drink Sales Model
- 10.7.2 Prune Juice Drink Typical Distributors

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Prune Juice Drink Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Prune Juice Drink Production Value by Region (2021-2026) & (USD Million)

Table 3. World Prune Juice Drink Production Value by Region (2027-2032) & (USD Million)

Table 4. World Prune Juice Drink Production Value Market Share by Region (2021-2026)

Table 5. World Prune Juice Drink Production Value Market Share by Region (2027-2032)

Table 6. World Prune Juice Drink Production by Region (2021-2026) & (Units)

Table 7. World Prune Juice Drink Production by Region (2027-2032) & (Units)

Table 8. World Prune Juice Drink Production Market Share by Region (2021-2026)

Table 9. World Prune Juice Drink Production Market Share by Region (2027-2032)

Table 10. World Prune Juice Drink Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Prune Juice Drink Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Prune Juice Drink Major Market Trends

Table 13. World Prune Juice Drink Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Units)

Table 14. World Prune Juice Drink Consumption by Region (2021-2026) & (Units)

Table 15. World Prune Juice Drink Consumption Forecast by Region (2027-2032) & (Units)

Table 16. World Prune Juice Drink Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Prune Juice Drink Producers in 2025

Table 18. World Prune Juice Drink Production by Manufacturer (2021-2026) & (Units)

Table 19. Production Market Share of Key Prune Juice Drink Producers in 2025

Table 20. World Prune Juice Drink Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Prune Juice Drink Company Evaluation Quadrant

Table 22. World Prune Juice Drink Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Prune Juice Drink Production Site of Key Manufacturer

Table 24. Prune Juice Drink Market: Company Product Type Footprint

Table 25. Prune Juice Drink Market: Company Product Application Footprint

- Table 26. Prune Juice Drink Competitive Factors
- Table 27. Prune Juice Drink New Entrant and Capacity Expansion Plans
- Table 28. Prune Juice Drink Mergers & Acquisitions Activity
- Table 29. United States VS China Prune Juice Drink Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Prune Juice Drink Production Comparison, (2021 & 2025 & 2032) & (Units)
- Table 31. United States VS China Prune Juice Drink Consumption Comparison, (2021 & 2025 & 2032) & (Units)
- Table 32. United States Based Prune Juice Drink Manufacturers, Headquarters and Production Site (States, Country)
- Table 33. United States Based Manufacturers Prune Juice Drink Production Value, (2021-2026) & (USD Million)
- Table 34. United States Based Manufacturers Prune Juice Drink Production Value Market Share (2021-2026)
- Table 35. United States Based Manufacturers Prune Juice Drink Production (2021-2026) & (Units)
- Table 36. United States Based Manufacturers Prune Juice Drink Production Market Share (2021-2026)
- Table 37. China Based Prune Juice Drink Manufacturers, Headquarters and Production Site (Province, Country)
- Table 38. China Based Manufacturers Prune Juice Drink Production Value, (2021-2026) & (USD Million)
- Table 39. China Based Manufacturers Prune Juice Drink Production Value Market Share (2021-2026)
- Table 40. China Based Manufacturers Prune Juice Drink Production, (2021-2026) & (Units)
- Table 41. China Based Manufacturers Prune Juice Drink Production Market Share (2021-2026)
- Table 42. Rest of World Based Prune Juice Drink Manufacturers, Headquarters and Production Site (State, Country)
- Table 43. Rest of World Based Manufacturers Prune Juice Drink Production Value, (2021-2026) & (USD Million)
- Table 44. Rest of World Based Manufacturers Prune Juice Drink Production Value Market Share (2021-2026)
- Table 45. Rest of World Based Manufacturers Prune Juice Drink Production, (2021-2026) & (Units)
- Table 46. Rest of World Based Manufacturers Prune Juice Drink Production Market Share (2021-2026)

Table 47. World Prune Juice Drink Production Value by Product Concentration, (USD Million), 2021 & 2025 & 2032

Table 48. World Prune Juice Drink Production by Product Concentration (2021-2026) & (Units)

Table 49. World Prune Juice Drink Production by Product Concentration (2027-2032) & (Units)

Table 50. World Prune Juice Drink Production Value by Product Concentration (2021-2026) & (USD Million)

Table 51. World Prune Juice Drink Production Value by Product Concentration (2027-2032) & (USD Million)

Table 52. World Prune Juice Drink Average Price by Product Concentration (2021-2026) & (US\$/Unit)

Table 53. World Prune Juice Drink Average Price by Product Concentration (2027-2032) & (US\$/Unit)

Table 54. World Prune Juice Drink Production Value by Functional Positioning, (USD Million), 2021 & 2025 & 2032

Table 55. World Prune Juice Drink Production by Functional Positioning (2021-2026) & (Units)

Table 56. World Prune Juice Drink Production by Functional Positioning (2027-2032) & (Units)

Table 57. World Prune Juice Drink Production Value by Functional Positioning (2021-2026) & (USD Million)

Table 58. World Prune Juice Drink Production Value by Functional Positioning (2027-2032) & (USD Million)

Table 59. World Prune Juice Drink Average Price by Functional Positioning (2021-2026) & (US\$/Unit)

Table 60. World Prune Juice Drink Average Price by Functional Positioning (2027-2032) & (US\$/Unit)

Table 61. World Prune Juice Drink Production Value by Sugar Content, (USD Million), 2021 & 2025 & 2032

Table 62. World Prune Juice Drink Production by Sugar Content (2021-2026) & (Units)

Table 63. World Prune Juice Drink Production by Sugar Content (2027-2032) & (Units)

Table 64. World Prune Juice Drink Production Value by Sugar Content (2021-2026) & (USD Million)

Table 65. World Prune Juice Drink Production Value by Sugar Content (2027-2032) & (USD Million)

Table 66. World Prune Juice Drink Average Price by Sugar Content (2021-2026) & (US\$/Unit)

Table 67. World Prune Juice Drink Average Price by Sugar Content (2027-2032) &

(US\$/Unit)

Table 68. World Prune Juice Drink Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Prune Juice Drink Production by Application (2021-2026) & (Units)

Table 70. World Prune Juice Drink Production by Application (2027-2032) & (Units)

Table 71. World Prune Juice Drink Production Value by Application (2021-2026) & (USD Million)

Table 72. World Prune Juice Drink Production Value by Application (2027-2032) & (USD Million)

Table 73. World Prune Juice Drink Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Prune Juice Drink Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Nam Viet Basic Information, Manufacturing Base and Competitors

Table 76. Nam Viet Major Business

Table 77. Nam Viet Prune Juice Drink Product and Services

Table 78. Nam Viet Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Nam Viet Recent Developments/Updates

Table 80. Nam Viet Competitive Strengths & Weaknesses

Table 81. Rita Food and Drink Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 82. Rita Food and Drink Co.,Ltd. Major Business

Table 83. Rita Food and Drink Co.,Ltd. Prune Juice Drink Product and Services

Table 84. Rita Food and Drink Co.,Ltd. Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Rita Food and Drink Co.,Ltd. Recent Developments/Updates

Table 86. Rita Food and Drink Co.,Ltd. Competitive Strengths & Weaknesses

Table 87. PFV Network United States Basic Information, Manufacturing Base and Competitors

Table 88. PFV Network United States Major Business

Table 89. PFV Network United States Prune Juice Drink Product and Services

Table 90. PFV Network United States Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. PFV Network United States Recent Developments/Updates

Table 92. PFV Network United States Competitive Strengths & Weaknesses

Table 93. Valley View Foods, Inc. Basic Information, Manufacturing Base and

## Competitors

Table 94. Valley View Foods, Inc. Major Business

Table 95. Valley View Foods, Inc. Prune Juice Drink Product and Services

Table 96. Valley View Foods, Inc. Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Valley View Foods, Inc. Recent Developments/Updates

Table 98. Valley View Foods, Inc. Competitive Strengths & Weaknesses

Table 99. Gregory Packaging Inc. Basic Information, Manufacturing Base and Competitors

Table 100. Gregory Packaging Inc. Major Business

Table 101. Gregory Packaging Inc. Prune Juice Drink Product and Services

Table 102. Gregory Packaging Inc. Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Gregory Packaging Inc. Recent Developments/Updates

Table 104. Gregory Packaging Inc. Competitive Strengths & Weaknesses

Table 105. Invertec Foods Basic Information, Manufacturing Base and Competitors

Table 106. Invertec Foods Major Business

Table 107. Invertec Foods Prune Juice Drink Product and Services

Table 108. Invertec Foods Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Invertec Foods Recent Developments/Updates

Table 110. Invertec Foods Competitive Strengths & Weaknesses

Table 111. National Raisin Company Basic Information, Manufacturing Base and Competitors

Table 112. National Raisin Company Major Business

Table 113. National Raisin Company Prune Juice Drink Product and Services

Table 114. National Raisin Company Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. National Raisin Company Recent Developments/Updates

Table 116. National Raisin Company Competitive Strengths & Weaknesses

Table 117. Taylor Brothers Farms Basic Information, Manufacturing Base and Competitors

Table 118. Taylor Brothers Farms Major Business

Table 119. Taylor Brothers Farms Prune Juice Drink Product and Services

Table 120. Taylor Brothers Farms Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 121. Taylor Brothers Farms Recent Developments/Updates

Table 122. Taylor Brothers Farms Competitive Strengths & Weaknesses

Table 123. Kiril Mischeff Basic Information, Manufacturing Base and Competitors

Table 124. Kiril Mischeff Major Business

Table 125. Kiril Mischeff Prune Juice Drink Product and Services

Table 126. Kiril Mischeff Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Kiril Mischeff Recent Developments/Updates

Table 128. Kiril Mischeff Competitive Strengths & Weaknesses

Table 129. Siroperie Meurens Basic Information, Manufacturing Base and Competitors

Table 130. Siroperie Meurens Major Business

Table 131. Siroperie Meurens Prune Juice Drink Product and Services

Table 132. Siroperie Meurens Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Siroperie Meurens Recent Developments/Updates

Table 134. Siroperie Meurens Competitive Strengths & Weaknesses

Table 135. Sunsweet Growers Basic Information, Manufacturing Base and Competitors

Table 136. Sunsweet Growers Major Business

Table 137. Sunsweet Growers Prune Juice Drink Product and Services

Table 138. Sunsweet Growers Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Sunsweet Growers Recent Developments/Updates

Table 140. Sunsweet Growers Competitive Strengths & Weaknesses

Table 141. Huiyuan Juice Basic Information, Manufacturing Base and Competitors

Table 142. Huiyuan Juice Major Business

Table 143. Huiyuan Juice Prune Juice Drink Product and Services

Table 144. Huiyuan Juice Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Huiyuan Juice Recent Developments/Updates

Table 146. Huiyuan Juice Competitive Strengths & Weaknesses

Table 147. Bishengyuan Basic Information, Manufacturing Base and Competitors

Table 148. Bishengyuan Major Business

Table 149. Bishengyuan Prune Juice Drink Product and Services

Table 150. Bishengyuan Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Bishengyuan Recent Developments/Updates

Table 152. Bishengyuan Competitive Strengths & Weaknesses

Table 153. Jiangzhong Basic Information, Manufacturing Base and Competitors

Table 154. Jiangzhong Major Business

Table 155. Jiangzhong Prune Juice Drink Product and Services

Table 156. Jiangzhong Prune Juice Drink Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Jiangzhong Recent Developments/Updates

Table 158. Jiangzhong Competitive Strengths & Weaknesses

Table 159. Global Key Players of Prune Juice Drink Upstream (Raw Materials)

Table 160. Global Prune Juice Drink Typical Customers

Table 161. Prune Juice Drink Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Prune Juice Drink Picture

Figure 2. World Prune Juice Drink Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Prune Juice Drink Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Prune Juice Drink Production (2021-2032) & (Units)

Figure 5. World Prune Juice Drink Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Prune Juice Drink Production Value Market Share by Region (2021-2032)

Figure 7. World Prune Juice Drink Production Market Share by Region (2021-2032)

Figure 8. North America Prune Juice Drink Production (2021-2032) & (Units)

Figure 9. Europe Prune Juice Drink Production (2021-2032) & (Units)

Figure 10. China Prune Juice Drink Production (2021-2032) & (Units)

Figure 11. Japan Prune Juice Drink Production (2021-2032) & (Units)

Figure 12. Prune Juice Drink Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 15. World Prune Juice Drink Consumption Market Share by Region (2021-2032)

Figure 16. United States Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 17. China Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 18. Europe Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 19. Japan Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 20. South Korea Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 21. ASEAN Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 22. India Prune Juice Drink Consumption (2021-2032) & (Units)

Figure 23. Producer Shipments of Prune Juice Drink by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Prune Juice Drink Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Prune Juice Drink Markets in 2025

Figure 26. United States VS China: Prune Juice Drink Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Prune Juice Drink Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Prune Juice Drink Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Prune Juice Drink Production Market Share 2025

Figure 30. China Based Manufacturers Prune Juice Drink Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Prune Juice Drink Production Market Share 2025

Figure 32. World Prune Juice Drink Production Value by Product Concentration, (USD Million), 2021 & 2025 & 2032

Figure 33. World Prune Juice Drink Production Value Market Share by Product Concentration in 2025

Figure 34. 100% Pure Prune Juice

Figure 35. Prune Juice Mixed Beverage

Figure 36. Prune Concentrate Beverage

Figure 37. World Prune Juice Drink Production Market Share by Product Concentration (2021-2032)

Figure 38. World Prune Juice Drink Production Value Market Share by Product Concentration (2021-2032)

Figure 39. World Prune Juice Drink Average Price by Product Concentration (2021-2032) & (US\$/Unit)

Figure 40. World Prune Juice Drink Production Value by Functional Positioning, (USD Million), 2021 & 2025 & 2032

Figure 41. World Prune Juice Drink Production Value Market Share by Functional Positioning in 2025

Figure 42. Basic Functional Type

Figure 43. Daily Nutritional Type

Figure 44. World Prune Juice Drink Production Market Share by Functional Positioning (2021-2032)

Figure 45. World Prune Juice Drink Production Value Market Share by Functional Positioning (2021-2032)

Figure 46. World Prune Juice Drink Average Price by Functional Positioning (2021-2032) & (US\$/Unit)

Figure 47. World Prune Juice Drink Production Value by Sugar Content, (USD Million), 2021 & 2025 & 2032

Figure 48. World Prune Juice Drink Production Value Market Share by Sugar Content in 2025

Figure 49. Regular Sugar Type

Figure 50. Low Sugar/Sugar-Free Type

Figure 51. World Prune Juice Drink Production Market Share by Sugar Content (2021-2032)

Figure 52. World Prune Juice Drink Production Value Market Share by Sugar Content (2021-2032)

Figure 53. World Prune Juice Drink Average Price by Sugar Content (2021-2032) & (US\$/Unit)

Figure 54. World Prune Juice Drink Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 55. World Prune Juice Drink Production Value Market Share by Application in 2025

Figure 56. Online Sales

Figure 57. Shopping Mall

Figure 58. Supermarket

Figure 59. Convenience Store

Figure 60. Others

Figure 61. World Prune Juice Drink Production Market Share by Application (2021-2032)

Figure 62. World Prune Juice Drink Production Value Market Share by Application (2021-2032)

Figure 63. World Prune Juice Drink Average Price by Application (2021-2032) & (US\$/Unit)

Figure 64. Prune Juice Drink Industry Chain

Figure 65. Prune Juice Drink Procurement Model

Figure 66. Prune Juice Drink Sales Model

Figure 67. Prune Juice Drink Sales Channels, Direct Sales, and Distribution

Figure 68. Methodology

Figure 69. Research Process and Data Source

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