

# **Fruit and Vegetable Juice Market Size Analysis Report By Product (Fruit Juices, Fruit & Vegetable Blends, Vegetable Juices), By Region And Segment Forecasts, 2014 - 2025**

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## **Abstracts**

The global fruit and vegetable juices market is expected to reach USD 257.17 billion by 2025, according to a new report by Grand View Research, Inc. Some of the key factors driving the growth of the market are increasing consumption of fruit juices, introduction of fruit and vegetable blends, cold pressed juices, and rising disposable income in emerging countries.

Consumption of soft drinks such as non-alcoholic beverages, cola, flavored sodas, and other sugar sweetened beverages is seen to be reducing globally. These drinks have no nutritional value in a sharp contrast to fruit and vegetable juices available in the market. High sugar, fructose corn syrup, phosphoric acid, artificial sweeteners, and caffeine content are some of the main ingredients in such drinks that culminate to a wide range of diseases.

According to a research paper published by the Harvard University's School of Public Health, individuals who consumed sugary drinks regularly are at a greater risk of developing diseases such as type 2 diabetes, obesity, and cardiac related disorders. The consumption of these drinks is also associated with loss of teeth in younger children due to dental caries and in some instances periodontal diseases. Thus, with rising cognizance among consumers, the sale of fruit and vegetable juices are seen to be increasing globally.

Further Key Findings From the Study Suggest:

Fruit juices contributed to the largest market share owing to high demand across the globe owing to availability of wide variations in the product scope

Fruit and vegetable blends are anticipated to gain the highest CAGR during the forecast period due to change in consumer tastes and cognizance

The North American region held the largest revenue share due to local presence of major market players and increasing R&D in order to cater to global markets

The Asia Pacific region is expected to account for the highest CAGR during the forecast period owing to rising investments by dominant players in the region and developments in emerging countries such as India and China

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 RESEARCH METHODOLOGY**

- 2.1 Country-wise Market: Base Estimates
- 2.2 Global Market: CAGR Calculation
- 2.3 Region-based Segment Share Calculation
- 2.4 Research Scope & Assumptions
- 2.5 List of Data Sources
  - 2.5.1 Data for primary interviews, by sources
  - 2.5.2 Data for primary interviews, by region
- 2.6 Market Snapshot

### **CHAPTER 3 FRUIT & VEGETABLE JUICES MARKET VARIABLES, TRENDS & SCOPE**

- 3.1 Market Segmentation & Scope
- 3.2 Market Driver Analysis
  - 3.2.1 Rising health concerns among consumers
  - 3.2.2 Advent of cold pressed juices
  - 3.2.3 Rising disposable income in emerging countries
- 3.3 Market Restraint Analysis
  - 3.3.1 High sugar content and artificial substances in some juices
- 3.4 Key Opportunities Prioritized
  - 3.4.1 Key opportunities prioritized, by product
- 3.5 Fruit and Vegetable Juices Industry - SWOT Analysis, by Factor (Political & Legal, Economic and Technological)
- 3.6 Industry Analysis - Porter's

### **CHAPTER 4 FRUIT & VEGETABLE JUICES INDUSTRY: PRODUCT ESTIMATES & TREND ANALYSIS**

- 4.1 Fruit and Vegetable Juices Industry: Product Type Movement Analysis
- 4.2 Fruit Juices
  - 4.2.1 Fruit juices market, 2014 - 2025 (USD Billion)
- 4.3 Fruit and Vegetable Blends
  - 4.3.1 Fruit and vegetable blends market, 2014 - 2025 (USD Billion)

#### 4.4 Vegetable Juices

##### 4.4.1 Vegetable juices market, 2014 - 2025 (USD Billion)

## **CHAPTER 5 FRUIT & VEGETABLE JUICES INDUSTRY: REGIONAL ESTIMATES & TREND ANALYSIS, BY PRODUCT**

### 5.1 Fruit and Vegetable Juices Industry Share by Region, 2016 & 2025

#### 5.2 North America

##### 5.2.1 U.S.

##### 5.2.2 Canada

#### 5.3 Europe

##### 5.3.1 Germany

##### 5.3.2 UK

##### 5.3.3 France

##### 5.3.4 Italy

##### 5.3.5 Spain

#### 5.4 Asia Pacific

##### 5.4.1 Japan

##### 5.4.2 China

##### 5.4.3 India

#### 5.5 Rest of the World

## **CHAPTER 6 COMPETITIVE LANDSCAPE**

### 6.1 Company Profiles

#### 6.1.1 Coca-Cola Company

##### 6.1.1.1 Company overview

##### 6.1.1.2 Financial performance

##### 6.1.1.3 Product benchmarking

##### 6.1.1.4 Strategic Initiatives

#### 6.1.2 PepsiCo Inc.

##### 6.1.2.1 Company overview

##### 6.1.2.2 Financial performance

##### 6.1.2.3 Product benchmarking

#### 6.1.3 Fresh Del Monte Produce Inc.

##### 6.1.3.1 Financial performance

#### 6.1.4 Hershey

##### 6.1.4.2 Financial performance

#### 6.1.5 Grimmway Farms

#### 6.1.6 Welch Food Inc.

##### 6.1.6.1 Company Overview

#### 6.1.7 Ocean Spray

##### 6.1.7.1 Company Overview

#### 6.1.8 Dr Pepper Snapple Group

##### 6.1.8.1 Company Overview

##### 6.1.8.2 Financial performance

##### 6.1.8.3 Strategic Initiatives

#### 6.1.9 Golden Circle

##### 6.1.9.1 Company Overview

#### 6.1.10 Dole Packaged Foods, LLC.

##### 6.1.10.1 Company Overview

##### 6.1.10.2 Product benchmarking

## List Of Tables

### LIST OF TABLES

Table 1 Factors used in segment share estimation

Table 2 List of secondary data sources

Table 3 North America fruit and vegetable juices market, by country, 2014 - 2025 (USD Billion)

Table 4 North America fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 5 U.S. fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 6 Canada fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 7 Europe fruit and vegetable juices market, by country, 2014 - 2025 (USD Billion)

Table 8 Europe fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 9 Germany fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 10 UK fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 11 France fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 12 Italy fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 13 Spain fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 14 Asia Pacific fruit and vegetable juices market, by country, 2014 - 2025 (USD Billion)

Table 15 Asia Pacific fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 16 Japan fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 17 China fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 18 India fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)

Table 19 RoW fruit and vegetable juices market, by product type, 2014 - 2025 (USD Billion)



## List Of Figures

### LIST OF FIGURES

- Fig. 1 Primary interviews, by sources
- Fig. 2 Primary interviews, by region
- Fig. 3 Market summary (USD Billion)
- Fig. 4 Market trends & outlook
- Fig. 5 Market segmentation & scope
- Fig. 6 Market driver relevance analysis (Current & future impact)
- Fig. 7 Market restraint relevance analysis (Current & future impact)
- Fig. 8 Key opportunities prioritized, by product
- Fig. 9 SWOT analysis, by factor (political & legal, economic and technological)
- Fig. 10 Porter's Five Forces Analysis
- Fig. 11 Fruit and vegetable juices industry, product outlook: Key takeaways
- Fig. 12 Fruit and Vegetable Juices Industry: Product type movement analysis
- Fig. 13 Fruit juices market, 2014 - 2025 (USD Billion)
- Fig. 14 Fruit and vegetables market, 2014 - 2025 (USD Billion)
- Fig. 15 Vegetable juices market, 2014 - 2025 (USD Billion)
- Fig. 16 Regional market place: Key takeaways
- Fig. 17 Regional outlook, 2016 & 2025



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