

Germany Fruit Juice Market Size, Share & Trends Analysis Report By Packaging (Plastics, Carton, Glass), By Flavors (Orange, Apple, Flavor Mixes, Grape), Competitive Landscape, And Segment Forecasts, 2018 - 2025

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Abstracts

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The Germany fruit juice market is projected to reach USD 10.4 billion by 2025, according to a new report by Grand View Research, Inc. Growing societal responsiveness toward serious health problems is contributing towards the development of the market. The beverage sector in Germany is reshaping itself by shifting focus from carbonated soft drinks (CSD's) to healthy and nutritional fruit beverages.

Numerous research and studies have proved the linkage between obesity and CSD's consumption. Changing demographics such as increasing number of single person households, aging population, and growing urban dwelling has created a supportive environment for fruit drinks sales through various distribution channels. Busy lifestyle along with hectic schedules and growing number of two working parents are the major factor in developing channels which can provide various products at single place.

Packaging and labeling are one of the major factors for juice manufacturers. Under EU laws, labeling and packaging processes need to comply with the prescribed material standards and energy consumption limit. Development in Laser coding, high-pressure processing (HPP) and cold fill processing technology is enabling manufacturers to increase their output. These technologies have enabled the beverage manufacturers to reduce the output cost by reducing the requirements of preservatives and additives.

The market for fruit juice in Germany comprises various small, mid and large-sized establishments, operating with a focus on specific consumer sections. In this highly dynamic industry, the distribution channel plays a very important role and is the key to success. The rising competition is pushing brands toward other distribution channels such as direct sales, specialty retail stores, drug stores, pharmacies, mass merchandisers such as Wal-Mart Stores, Inc., supermarkets, and hypermarkets.

Further key findings from the report suggest:

The Germany fruit juice market was valued at USD 4.9 billion in 2016. The market is projected to grow at a healthy CAGR of 8.7% over the forecast period.

Orange flavor occupied the highest market share in 2016 owing to its high market penetration

In 2016, plastic emerged as the fastest growing packaging type in Germany fruit juice market owing to the easy availability and less cost over other available substitute

The key players include Hain Celestial, The Kraft Heinz Company, The Coca-Cola Company, Nestle S.A., Amecke Fruchtsaft GmbH & Co. KG, and Eckes-granini Fruit juice & Co

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