

# **Pineapple Juice Market Size, Share & Trends Analysis Report By Packaging (Tetra Pak Cartons, Metal Cans, Plastic), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028**

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## **Abstracts**

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### **Pineapple Juice Market Growth & Trends**

The global pineapple juice market size is expected to reach USD 4.10 billion by 2028, registering a CAGR of 8.1% from 2022 to 2028, according to a new report by Grand View Research, Inc. The increasing consumption of fruit juice among consumers due to the multiple health benefits provided is the major driving factor of the market.

Furthermore, continuously changing lifestyles and eating patterns of consumers have resulted in the increased intake of healthy, affordable, and quick sources of energy and nutrition like packaged fruit juice are propelling the growth of the market.

Moreover, a lockdown situation has been observed during the COVID 19 pandemic, and it showed a positive impact on the fruit juice market due to increased consumption of processed food and ready-to-eat drink owing to health benefits associated with them. Moreover, the increasing demand for fruit juice and its products during the COVID pandemic has created opportunities for the market players.

The tetra pak cartons segment is expected to register the highest CAGR of 9.7% from 2022 to 2028. The increasing demand for innovative and attractive packaging for fruit juice products is propelling the growth of this segment. The rising consumption of pineapple juice as this product is convenient and quick sources of energy and nutrition are major driving force of this segment. Moreover, companies are adopting these

cartons for packaging due to their environmentally friendly, sustainable, and fully recyclable which in turn will drive industry demand over the forecast period

The online retail segment is expected to expand at a higher CAGR of 8.5% from 2022 to 2028 in the global market. The growth of online distribution channels is attributed due to the availability of online platforms via shopping portals and mobile apps. It is also observed that companies, distributors, and retailers are adopting the online platform to sell pineapple juice. As a result of this, the online segment is gaining traction compared to offline.

North America dominated the market with a revenue share of over 35% in 2021. Factors such as increasing per capita consumption, disposal income, and a healthy lifestyle are contributing to the growth of this market. The increasing awareness about the health benefits of consuming fruit juice in this region is propelling the growth of the market. Moreover, the rising consumption of pineapple juice products in the U.S., and Canada due to the presence of high nutrition, low calories, and low sugar in this juice has projected market growth.

### Pineapple Juice Market Report Highlights

North America is expected to register the largest market share of over 35% in the 2021 owing to increasing awareness about the health benefits

Tetra pak cartons segment is expected to foresee the fastest growth, with a CAGR of 9.7% from 2022 to 2028 due increasing demand for innovative and attractive packaging for fruit juice products

Offline channel held the largest market in share in 2021, contributed around 80% of the total revenue due to consumers are preferring offline for purchasing consumer goods, grocery as well as pineapple juice

Asia Pacific is expected to register the fastest growth of 9.4% CAGR from 2022 to 2028 due to the rising consumption of fruit juice products

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Packaging Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook

### CHAPTER 3. PINEAPPLE JUICE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Pineapple Juice Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Packaging Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. PINEAPPLE JUICE MARKET: PACKAGING ESTIMATES & TREND ANALYSIS**

- 5.1. Packaging Movement Analysis & Market Share, 2021 & 2028
- 5.2. Tetra Pak Cartons
  - 5.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.3. Metal Cans
  - 5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.4. Plastic
  - 5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.5. Others
  - 5.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

## **CHAPTER 6. PINEAPPLE JUICE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2028
- 6.2. Offline
  - 6.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 6.3. Online
  - 6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

## **CHAPTER 7. PINEAPPLE JUICE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

## 7.1. Regional Movement Analysis & Market Share, 2021 & 2028

### 7.2. North America

#### 7.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

#### 7.2.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

#### 7.2.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

#### 7.2.4. U.S.

##### 7.2.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

##### 7.2.4.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

##### 7.2.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

### 7.3. Europe

#### 7.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

#### 7.3.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

#### 7.3.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

#### 7.3.4. Germany

##### 7.3.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

##### 7.3.4.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

##### 7.3.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

#### 7.3.5. U.K.

##### 7.3.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

##### 7.3.5.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

##### 7.3.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

#### 7.3.6. France

##### 7.3.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

##### 7.3.6.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

##### 7.3.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

### 7.4. Asia Pacific

#### 7.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

#### 7.4.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

#### 7.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

#### 7.4.4. China

##### 7.4.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

##### 7.4.4.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.4.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.5. India

7.4.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.5.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.4.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.6. Japan

7.4.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.6.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.4.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.5. Central & South America

7.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.5.4. Brazil

7.5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.4.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.5.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.6. Middle East & Africa

7.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.6.4. South Africa

7.6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.4.2. Market Estimates and Forecast, By Packaging, 2017 - 2028 (USD Million)

7.6.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

### 8.3.1. Key company market share analysis, 2021

## CHAPTER 9. COMPANY PROFILES

### 9.1. PepsiCo Inc.

- 9.1.1. Company Overview
- 9.1.2. Financial Performance
- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives

### 9.2. The Coca Cola Company

- 9.2.1. Company Overview
- 9.2.2. Financial Performance
- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives

### 9.3. The Kraft Heinz Company

- 9.3.1. Company Overview
- 9.3.2. Financial Performance
- 9.3.3. Product Benchmarking
- 9.3.4. Strategic Initiatives

### 9.4. Fresh Del Monte Produce Inc.

- 9.4.1. Company Overview
- 9.4.2. Financial Performance
- 9.4.3. Product Benchmarking
- 9.4.4. Strategic Initiatives

### 9.5. Keurig Dr Pepper Inc.

- 9.5.1. Company Overview
- 9.5.2. Financial Performance
- 9.5.3. Product Benchmarking
- 9.5.4. Strategic Initiatives

### 9.6. Hershey

- 9.6.1. Company Overview
- 9.6.2. Financial Performance
- 9.6.3. Product Benchmarking
- 9.6.4. Strategic Initiatives

### 9.7. Ocean Spray

- 9.7.1. Company Overview
- 9.7.2. Financial Performance
- 9.7.3. Product Benchmarking
- 9.7.4. Strategic Initiatives

- 9.8. Pineapple India
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. Langer Juice Company, Inc.
  - 9.9.1. Company Overview
  - 9.9.2. Financial Performance
  - 9.9.3. Product Benchmarking
  - 9.9.4. Strategic Initiatives
- 9.10. Lassonde Industries Inc.
  - 9.10.1. Company Overview
  - 9.10.2. Financial Performance
  - 9.10.3. Product Benchmarking
  - 9.10.4. Strategic Initiatives
- 9.11. Dole Food Company, Inc.
  - 9.11.1. Company Overview
  - 9.11.2. Financial Performance
  - 9.11.3. Product Benchmarking
  - 9.11.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Pineapple Juice market - Key Market Driver Analysis
2. Pineapple Juice market - Key Market Restraint Analysis
3. Global tetra pak cartons Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
4. Global metal cans Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
5. Global plastic Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
6. Global others Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
7. Global Pineapple Juice Market Estimates and Forecast from Offline Channels, 2017 - 2028 (USD Million)
8. Global Pineapple Juice Market Estimates and Forecast from Online Channels, 2017 - 2028 (USD Million)
9. Global Pineapple Juice Market Estimates and Forecast, by region 2017 - 2028 (USD Million)
10. Global Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
11. Global Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
12. North America Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
13. North America Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
14. North America Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
15. U.S. Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
16. U.S. Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
17. U.S. Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
18. Europe Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
19. Europe Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
20. Europe Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

21. Germany Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
22. Germany Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
23. Germany Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
24. U.K. Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
25. U.K. Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
26. U.K. Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
27. France Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
28. France Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
29. France Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
30. Asia Pacific Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
31. Asia Pacific Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
32. Asia Pacific Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
33. China Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
34. China Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
35. China Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
36. India Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
37. India Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
38. India Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
39. Japan Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
40. Japan Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
41. Japan Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
42. Central & South America Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)

43. Central & South America Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
44. Central & South America Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
45. Brazil Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
46. Brazil Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
47. Brazil Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
48. Middle East & Africa Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
49. Middle East & Africa Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
50. Middle East & Africa Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
51. South Africa Pineapple Juice Market Estimates and Forecast, 2017 - 2028 (USD Million)
52. South Africa Pineapple Juice Market Estimates and Forecast By Packaging, 2017 - 2028 (USD Million)
53. South Africa Pineapple Juice Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
54. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Pineapple Juice market snapshot
2. Pineapple Juice market segmentation & scope
3. Pineapple Juice market penetration & growth prospect mapping
4. Pineapple Juice market value chain analysis
5. Pineapple Juice market dynamics
6. Pineapple Juice Market Porter's analysis
7. Pineapple Juice market: Packaging movement analysis
8. Pineapple Juice market: Distribution channel movement analysis
9. Pineapple Juice market: Regional movement analysis

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