

Super Fruit Juices Market Size, Share & Trends Analysis Report By Nature (Conventional, Organic), By Fruit Type (Apple, Blueberry), By Distribution Channel (Supermarkets & Hypermarkets, Convenience stores), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global super fruit juices market size was valued at USD 10.6 billion in 2025 and is expected to grow from USD 11.1 billion in 2026 to USD 17.9 billion in 2033, at a CAGR of 7.1% from 2026 to 2033. North America dominated the global market, accounting for the largest revenue share of 32.1% in 2025. The market growth is primarily driven by growing consumer interest in natural, nutrient-rich, and functional beverages.

Rising awareness of the health benefits associated with super fruits is encouraging consumers to incorporate these juices into their daily diets. The super fruit juices industry is also influenced by increasing interest in diverse fruit flavors and innovative juice formulations. Product development featuring unique blends, organic ingredients, and appealing taste profiles is attracting a broader range of consumers. In addition, premium packaging and convenient formats are helping these products gain visibility across retail and food-service channels. According to the data published in May 2026, creative beverage packaging is becoming a key driver of brand differentiation, using distinctive shapes, materials, and interactive designs to attract consumers, including innovations ranging from glow-in-the-dark cans.

Moreover, the growing availability of super fruit juices through supermarkets, specialty stores, cafés, and online platforms is supporting market expansion. Manufacturers are also focusing on expanding product varieties to cater to changing consumer

preferences and different consumption occasions. This wider accessibility is making these products easier for consumers to discover and purchase. In April 2025, Tropicana launched its Fresh & Light range in France, offering fruit juices with reduced sugar and calorie content. The range uses Elopak's carton packaging, supporting Tropicana's focus on convenience and more sustainable packaging.

Global Super Fruit Juices Market Report Segmentation

This report forecasts revenue growth at the global, regional & country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global super fruit juices market report based on nature, fruit type, distribution channel, and region:

Nature Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Conventional

Organic

Fruit Type Outlook (Revenue, USD Million/Billion, 2021 - 2033)

A?a?

Blueberry

Goji

Guava

Pomegranate

Mango

Mixed/Tropical blends

Distribution Channel Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Supermarkets & hypermarkets

Convenience stores

Specialty/health stores

Online

Regional Outlook (Revenue, USD Million/Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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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 Materials & 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 Snapshot
- 2.2. Nature Snapshot
- 2.3. Fruit Type Snapshot
- 2.4. Distribution Channel Snapshot
- 2.5. Regional Outlook
- 2.6. Competitive Landscape Snapshot

CHAPTER 3. SUPER FRUIT JUICES MARKET VARIABLES AND TRENDS

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends
 - 3.2.2. Profit Margin Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. SUPER FRUIT JUICES MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations
- 4.6. Industry Value Chain Analysis

CHAPTER 5. GLOBAL SUPER FRUIT JUICES MARKET: NATURE ESTIMATES & TREND ANALYSIS

- 5.1. Global Super Fruit Juices Market, By Nature: Key Takeaways
- 5.2. Nature Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts, by Nature, 2021 - 2033 (USD Million/Billion)
 - 5.3.1. Conventional
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)
 - 5.3.2. Organic
 - 5.3.2.1. Market estimates and forecast, 2021 – 2033 (USD Million/Billion)

CHAPTER 6. GLOBAL SUPER FRUIT JUICES MARKET: FRUIT TYPE ESTIMATES & TREND ANALYSIS

- 6.1. Global Super Fruit Juices Market, By Fruit Type: Key Takeaways
- 6.2. Fruit Type Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts, by Fruit Type, 2021 - 2033 (USD Million/Billion)
 - 6.3.1. Apple
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)
 - 6.3.2. Blueberry
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)
 - 6.3.3. Goji
 - 6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)
 - 6.3.4. Guava
 - 6.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)
 - 6.3.5. Pomegranate
 - 6.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)
 - 6.3.6. Mango
 - 6.3.6.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

6.3.7. Mixed/Tropical blends

6.3.7.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

CHAPTER 7. GLOBAL SUPER FRUIT JUICES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

7.1. Global Super Fruit Juices Market, By Distribution Channel: Key Takeaways

7.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033

7.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Million/Billion)

7.3.1. Supermarkets & hypermarkets

7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

7.3.2. Convenience stores

7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

7.3.3. Specialty/health stores

7.3.3.1. Market estimates and forecast, 2021- 2033 (USD Million/Billion)

7.3.4. Online

7.3.4.1. Market estimates and forecast, 2021- 2033 (USD Million/Billion)

CHAPTER 8. SUPER FRUIT JUICES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2025 & 2033

8.2. North America

8.2.1. U.S.

8.2.1.1. Key country dynamics

8.2.1.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.2.2. Canada

8.2.2.1. Key country dynamics

8.2.2.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.2.3. Mexico

8.2.3.1. Key country dynamics

8.2.3.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.3. Europe

8.3.1. UK

8.3.1.1. Key country dynamics

8.3.1.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.3.2. Germany

8.3.2.1. Key country dynamics

8.3.2.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.3.3. France

8.3.3.1. Key country dynamics

8.3.3.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.3.4. Italy

8.3.4.1. Key country dynamics

8.3.4.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.3.5. Spain

8.3.5.1. Key country dynamics

8.3.5.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.4. Asia Pacific

8.4.1. China

8.4.1.1. Key country dynamics

8.4.1.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.4.2. India

8.4.2.1. Key country dynamics

8.4.2.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.4.3. Japan

8.4.3.1. Key country dynamics

8.4.3.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.4.4. Australia & New Zealand

8.4.4.1. Key country dynamics

8.4.4.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.4.5. South Korea

8.4.5.1. Key country dynamics

8.4.5.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.5. Central & South America

8.5.1. Brazil

8.5.1.1. Key country dynamics

8.5.1.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

8.6. Middle East & Africa

8.6.1. South Africa

8.6.1.1. Key country dynamics

8.6.1.2. Market estimates and forecast, 2021 - 2033 (USD Million/Billion)

CHAPTER 9. SUPER FRUIT JUICES MARKET: COMPETITIVE ANALYSIS

9.1. Recent Developments & Impact Analysis by Key Market Participants

9.2. Company Categorization

- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2025 (%)
- 9.7. Company Heat Map Analysis, 2025
- 9.8. Strategy Mapping
- 9.9. Company Profiles
 - 9.9.1. PepsiCo Inc.
 - 9.9.1.1. Company Overview
 - 9.9.1.2. Financial Performance
 - 9.9.1.3. Product Portfolios
 - 9.9.1.4. Strategic Initiatives
 - 9.9.2. The Coca-Cola Company
 - 9.9.2.1. Company Overview
 - 9.9.2.2. Financial Performance
 - 9.9.2.3. Product Portfolios
 - 9.9.2.4. Strategic Initiatives
 - 9.9.3. Nestl? S.A.
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Product Portfolios
 - 9.9.3.4. Strategic Initiatives
 - 9.9.4. Ocean Spray
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Product Portfolios
 - 9.9.4.4. Strategic Initiatives
 - 9.9.5. Suja Life LLC.
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Product Portfolios
 - 9.9.5.4. Strategic Initiatives
 - 9.9.6. Bolthouse Farms Inc.
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Product Portfolios
 - 9.9.6.4. Strategic Initiatives
 - 9.9.7. Naked Juice Co.
 - 9.9.7.1. Company Overview

9.9.7.2. Financial Performance

9.9.7.3. Product Portfolios

9.9.7.4. Strategic Initiatives

9.9.8. POM Wonderful LLC

9.9.8.1. Company Overview

9.9.8.2. Financial Performance

9.9.8.3. Product Portfolios

9.9.8.4. Strategic Initiatives

9.9.9. Sambazon Inc.

9.9.9.1. Company Overview

9.9.9.2. Financial Performance

9.9.9.3. Product Portfolios

9.9.9.4. Strategic Initiatives

9.9.10. Lakewood Juice Co.

9.9.10.1. Company Overview

9.9.10.2. Financial Performance

9.9.10.3. Product Portfolios

9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Global super fruit juices market - Key market driver analysis

Table 2 Global super fruit juices market - Key market restraint analysis

Table 3 Global Super Fruit Juices Market estimates & forecast, by nature (USD Million/Billion)

Table 4 Global Super Fruit Juices Market estimates & forecast, by fruit type (USD Million/Billion)

Table 5 Global Super Fruit Juices Market estimates & forecast, by distribution channel (USD Million/Billion)

Table 6 U.S. macro-economic outlay

Table 7 U.S. super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 8 U.S. super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 9 U.S. super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 10 U.S. super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 11 Canada macro-economic outlay

Table 12 Canada super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 13 Canada super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 14 Canada super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 15 Canada super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 16 Mexico macro-economic outlay

Table 17 Mexico super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 18 Mexico super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 19 Mexico super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 20 Mexico super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 21 UK macro-economic outlay

Table 22 UK super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 23 UK super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 24 UK super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 25 UK super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 26 Germany macro-economic outlay

Table 27 Germany super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 28 Germany super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 29 Germany super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 30 Germany super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 31 France macro-economic outlay

Table 32 France super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 33 France super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 34 France super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 35 France super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 36 Italy macro-economic outlay

Table 37 Italy super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 38 Italy super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 39 Italy super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 40 Italy super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 41 Spain macro-economic outlay

Table 42 Spain super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 43 Spain super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 44 Spain super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 45 Spain super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 46 China macro-economic outlay

Table 47 China super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 48 China super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 49 China super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 50 China super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 51 Japan macro-economic outlay

Table 52 Japan super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 53 Japan super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 54 Japan super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 55 Japan super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 56 India macro-economic outlay

Table 57 India super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 58 India super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 59 India super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 60 India super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 61 Australia & New Zealand macro-economic outlay

Table 62 Australia & New Zealand super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 63 Australia & New Zealand super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 64 Australia & New Zealand super fruit juices market estimates & forecast, by fruit

type (USD Million/Billion)

Table 65 Australia & New Zealand super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 66 South Korea macro-economic outlay

Table 67 South Korea super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 68 South Korea super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 69 South Korea super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 70 South Korea super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 71 Brazil macro-economic outlay

Table 72 Brazil super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 73 Brazil super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 74 Brazil super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 75 Brazil super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 76 South Africa macro-economic outlay

Table 77 South Africa super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Table 78 South Africa super fruit juices market estimates & forecast, by nature (USD Million/Billion)

Table 79 South Africa super fruit juices market estimates & forecast, by fruit type (USD Million/Billion)

Table 80 South Africa super fruit juices market estimates & forecast, by distribution channel (USD Million/Billion)

Table 81 Recent developments & impact analysis, by key market participants

Table 82 Company market share, 2025

Table 83 Company heat map analysis

Table 84 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 Global Super Fruit Juices Market Segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Nature snapshot
- Fig. 8 Fruit Type snapshot
- Fig. 9 Distribution Channel snapshot
- Fig. 10 Regional snapshot
- Fig. 11 Competitive landscape snapshot
- Fig. 12 Global super fruit juices market size (USD Million/Billion)
- Fig. 13 Global super fruit juices market size, 2021 to 2033 (USD Million/Billion)
- Fig. 14 Global super fruit juices market: Penetration & growth prospect mapping
- Fig. 15 Global super fruit juices market: Value chain analysis
- Fig. 16 Global super fruit juices market: Profit margin analysis
- Fig. 17 Global super fruit juices market: Market dynamics
- Fig. 18 Global super fruit juices market: Porter's five forces analysis
- Fig. 19 Factors influencing buying behavior
- Fig. 20 Global Super Fruit Juices Market: Nature Movement Analysis, 2025 & 2033 (%)
- Fig. 21 Conventional market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 22 Organic market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 23 Global Super Fruit Juices Market: Fruit Type Movement Analysis, 2025 & 2033 (%)
- Fig. 24 A?a? market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 25 Blueberry market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 26 Goji market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 27 Guava market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 28 Pomegranate market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 29 Mango market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 30 Mixed/Tropical blends market estimates and forecast, 2021 - 2033 (USD Million/Billion)
- Fig. 31 Global Super Fruit Juices Market: Distribution Channel Movement Analysis, 2025 & 2033 (%)
- Fig. 32 Supermarkets & hypermarkets market estimates and forecast, 2021 - 2033

(USD Million/Billion)

Fig. 33 Convenience stores market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 34 Specialty/health stores market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 35 Online market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 36 Global super fruit juices market: Regional outlook, 2025 & 2033 (USD Million/Billion)

Fig. 37 Regional marketplace: Key takeaways

Fig. 38 North America market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 39 U.S. market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 40 Canada market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 41 Mexico market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 42 Europe super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 43 UK super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 44 Germany super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 45 France super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 46 Italy super fruit juices market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 47 Spain super fruit juices market estimates, 2021 – 2033 (USD Million/Billion)

Fig. 48 China market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 49 Japan market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 50 India market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 51 Australia & New Zealand market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 52 South Korea market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 53 Brazil market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 54 South Africa market estimates and forecast, 2021 - 2033 (USD Million/Billion)

Fig. 55 Key company categorization

Fig. 56 Company market share analysis, 2025

Fig. 57 Strategic framework of the super fruit juices market

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