

# Fruit Juice Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global fruit juice market size reached US\$ 147.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 189.9 Billion by 2028, exhibiting a growth rate (CAGR) of 4.52% during 2023-2028.

Fruit juice refers to a non-fermented beverage which is obtained by mechanically squeezing or macerating fruits. Different types of fruit juice offer varied health benefits, for instance, avocado juice boosts natural energy in the body; watermelon juice keeps the body hydrated and improves metabolism; papaya juice caters to healthy digestion; lemon juice fights viral infections, and pineapple juice reduces cholesterol levels. This, coupled with the refreshing taste and longer shelf-life of fruit juice, makes it one of the most widely consumed beverages across the globe.

### Global Fruit Juice Market Trends:

The consumption of soft drinks, such as colas and flavored sodas, is reducing globally as they have high sugar content, artificial coloring, phosphoric acid, artificial sweeteners, and caffeine which can cause negative effects on the human body. Owing to this, a large number of consumers are shifting from carbonated drinks towards natural fruit juices.

Changing lifestyles and altering eating patterns of the consumers have resulted in an increased intake of affordable, healthy and quick sources of nutrition like packaged fruit juices, thereby catalyzing the growth of the market.

In order to expand the consumer-base, manufacturers are introducing a wide array of flavors, and producing preservative-free and sugar-free fruit juices. In addition to this, growth in the food and beverage industry is boosting the overall demand for fruit juices worldwide.

Earlier, a number of players were hesitant to sell their products in the emerging

countries due to the lack of infrastructure and storage facilities. Nonetheless, with a rise in the number of organized retail outlets, several players are now willing to invest in these markets which is expected to bolster the growth of the fruit juice industry.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fruit juice market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, flavor and distribution channel.

#### Breakup by Product Type:

- 100% Fruit Juice
- Nectars
- Juice Drinks
- Concentrates
- Powdered Juice
- Others

On the basis of type, the global fruit juice market is segregated as 100% fruit juice, nectars, juice drinks, concentrates, powdered juice and others. Currently, juice drinks account for the majority of the market share, representing the most popular product type. Juice drinks contain several vitamins, flavors and anti-oxidants owing to which they are preferred by the consumers.

#### Breakup by Flavor:

- Orange
- Apple
- Mango
- Mixed Fruit
- Others

Based on flavors, the market is classified as orange, apple, mango, mixed fruit and others. Amongst these, orange fruit juice holds the majority of the market share as it is rich in vitamin A, vitamin C, calcium and iron.

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
Convenience Stores  
Specialty Food Stores  
Online Retail  
Others

On the basis of distribution channels, supermarkets and hypermarkets represent the largest segment as they offer easy access to a wide variety of fruit juices depending on different brands, types and flavors.

Regional Insights:

Europe  
North America  
Asia Pacific  
Latin America  
Middle East and Africa

On a geographical front, Europe enjoys the leading position in the global fruit juice market. The fast-paced modern lifestyle and high-income levels of the consumers in the region have led to a rise in the demand for on-the-go fruit juices.

Competitive Landscape:

The market is highly fragmented in nature with the presence of several small and large manufacturers who are competing against each other in terms of prices and quality. Some of the leading key players include:

The Coca-Cola Company  
Pepsico, Inc.  
China Huiyuan Juice Group Limited  
WILD Flavors, Inc.

This report provides a deep insight into the global fruit juice industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a fruit juice manufacturing plant. The study analyses the processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This

report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the fruit juice industry in any manner.

#### Key Questions Answered in This Report

1. What was the size of the global fruit juice market in 2022?
2. What is the expected growth rate of the global fruit juice market during 2023-2028?
3. What are the key factors driving the global fruit juice market?
4. What has been the impact of COVID-19 on the global fruit juice market?
5. What is the breakup of the global fruit juice market based on the product type?
6. What is the breakup of the global fruit juice market based on the flavor?
7. What is the breakup of the global fruit juice market based on the distribution channel?
8. What are the key regions in the global fruit juice market?
9. Who are the key players/companies in the global fruit juice market?

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