

Fruit Juice (Orange Juice) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022

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Abstracts

Fruit juice is a liquid that is naturally contained in fruits. It is extracted by mechanically squeezing or macerating the fruits. It is produced and consumed for its refreshing character, nutritional benefits and as a good source of instant energy. Over the past several years, the fruit juice market has shown strong growth due to shifting trends among health conscious consumers from carbonated drinks towards natural beverages free from sugars, flavours and preservatives. Several other factors such as increasing disposable incomes, value addition, product innovation and growth in emerging markets have further helped to sustain the growth of this market. According to IMARC, the global market for fruit juice and nectars has grown at a CAGR of around 1.6% during 2009-2016 reaching a volume of 43.6 billion Litres in 2016.

The report titled “Fruit Juice (Orange Juice) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022” provides an in-depth analysis of the global fruit juice market. The report has segmented the fruit juice market depending upon their juice content. 100% fruit juice (which contains no added sugar, preservatives, colour, etc.) currently accounts for the majority of the total market for fruit juices. Other fruit juices include Nectar (25-99% juice content), Juice Drinks (up to 25% juice content), Concentrates and Powdered Juice. On the basis of flavour, Orange currently represents the most popular flavour accounting for around one-third of the total fruit juice market followed by apple, mix fruit and grape.

The report has also segmented the market on the basis of key regions. Although the more developed regions such as Western Europe and North America currently account for the majority of the fruit juice consumption, future growth in these markets is expected to be limited as a result of high maturity levels. On the other hand, developing markets

such as Asia, Latin America and the combined markets of Middle East and Africa are projected to display superior growth rates during the forecast period. Large population and rising incomes in these regions will prove to be the major factors driving the growth of the fruit juice market in the coming years. The report has also analysed the competitive landscape of this market with some of the key players being Coca Cola, PepsiCo, Tingyi, Huiyuan, Wild, Jugos and Eckles.

This report has provided a detailed technical insight on setting up and operating a fruit juice manufacturing plant. It covers all the prerequisites of the fruit juice industry and provides a comprehensive analysis of the market, industry performance, 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 are planning to foray into the fruit juice industry in any manner.

KEY QUESTIONS ANSWERED IN THIS REPORT:

How has the fruit juice market performed so far and how will it perform in the coming years?

What are the key regional markets in the global fruit juice industry?

What are the key flavour types in the global fruit juice industry?

What are the various stages in the value chain of the fruit juice industry?

What are the key driving factors and challenges in the fruit juice industry?

What is the structure of the fruit juice industry and who are the key players?

What is the degree of competition in the fruit juice industry?

What are the profit margins in the fruit juice industry?

What are the key requirements for setting up a fruit juice plant?

How is fruit juice manufactured?

What are the various unit operations involved in a fruit juice plant?

What is the total size of land required for setting up a fruit juice plant?

What are the machinery requirements for setting up a fruit juice plant?

What are the raw material requirements for setting up a fruit juice plant?

What are the packaging requirements for fruit juice?

What are the transportation requirements for fruit juice?

What are the utility requirements for setting up a fruit juice plant?

What are the manpower requirements for setting up a fruit juice plant?

What are the infrastructure costs for setting up a fruit juice plant?

What are the capital costs for setting up a fruit juice plant?

What are the operating costs for setting up a fruit juice plant?

What will be the income and expenditures for a fruit juice plant?

What is the time required to break-even?

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