

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?

Contents

1 PREFACE

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview

4.2 Key Industry Trends

5 GLOBAL FRUIT JUICE INDUSTRY

5.1 Market Overview

5.2 Market Performance

5.3 Market Breakup by Region

5.4 Market Breakup by Flavour

5.5 Market Forecast

5.6 SWOT Analysis

5.6.1 Strengths

5.6.2 Weaknesses

5.6.3 Opportunities

5.6.4 Threats

5.7 Value Chain Analysis

5.8 Porter's Five Forces Analysis

5.8.1 Overview

5.8.2 Bargaining Power of Buyers

5.8.3 Bargaining Power of Suppliers

5.8.4 Degree of Competition

5.8.5 Threat of New Entrants

5.8.6 Threat of Substitutes

5.9 Key Success and Risk Factors for Fruit Juice Manufacturers

6 PERFORMANCE OF KEY REGIONS

6.1 Asia

6.2 North America

6.3 Europe

6.4 Latin America

6.5 Middle East and Africa

7 MARKET BY FLAVOUR

7.1 Orange

7.2 Apple

7.3 Mix Fruit

7.4 Grape

7.5 Others

8 COMPETITIVE LANDSCAPE

8.1 Market Structure

8.2 Market Share by Key Players

9 FRUIT JUICE (ORANGE JUICE) MANUFACTURING PROCESS

9.1 Product Overview

9.2 Detailed Process Flow

9.3 Various Types of Unit Operations Involved

9.4 Mass Balance and Raw Material Requirements

10 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

10.1 Land Requirements and Expenditures

10.2 Construction Requirements and Expenditures

10.3 Plant Machinery

10.4 Machinery Pictures

10.5 Raw Material Requirements and Expenditures

10.6 Raw Material and Final Product Pictures

10.7 Packaging Requirements and Expenditures

10.8 Transportation Requirements and Expenditures

10.9 Utility Requirements and Expenditures

10.10 Manpower Requirements and Expenditures

10.11 Other Capital Investments

11 LOANS AND FINANCIAL ASSISTANCE

12 PROJECT ECONOMICS

- 12.1 Capital Cost of the Project
- 12.2 Techno-Economic Parameters
- 12.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 12.4 Taxation and Depreciation
- 12.5 Income Projections
- 12.6 Expenditure Projections
- 12.7 Financial Analysis
- 12.8 Profit Analysis

13 KEY PLAYER PROFILES

- 13.1 Coca Cola
- 13.2 PepsiCo
- 13.3 Tingyi
- 13.4 Huiyuan
- 13.5 Wild

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Fruit Juice Industry Overview
- Figure 2: Global: Soft Drinks Market: Breakup by Beverage Type (in %)
- Figure 3: Global: Fruit Juice Market: Volume Trends (in Million Tons), 2009-2016
- Figure 4: Global: Fruit Juice Market: Breakup by Region (in %), 2016
- Figure 5: Global: Fruit Juice Market: Breakup by Flavor (in %), 2016
- Figure 6: Global: Fruit Juice Market Forecast: Volume Trends (in Million Tons), 2017-2022
- Figure 7: Global: Fruit Juice Industry: SWOT Analysis
- Figure 8: Global: Fruit Juice Industry: Value Chain Analysis
- Figure 9: Global: Fruit Juice Industry: Porter's Five Forces Analysis
- Figure 10: Asia: Fruit Juice Market (in Million Tons), 2009, 2016 & 2022
- Figure 11: North America: Fruit Juice Market (in Million Tons), 2009, 2016 & 2022
- Figure 12: Europe: Fruit Juice Market (in Million Tons), 2009, 2016 & 2022
- Figure 13: Latin America: Fruit Juice Market (in Million Tons), 2009, 2016 & 2022
- Figure 14: Middle East and Africa: Fruit Juice Market (in Million Tons), 2009, 2016 & 2022
- Figure 15: Global: Fruit Juice Market: Orange Flavour (in '000 Tons), 2009 & 2016
- Figure 16: Global: Fruit Juice Market: Apple Flavour (in '000 Tons), 2009 & 2016
- Figure 17: Global: Fruit Juice Market: Mix Fruit Flavour (in '000 Tons), 2009 & 2016
- Figure 18: Global: Fruit Juice Market: Grape Flavour (in '000 Tons), 2009 & 2016
- Figure 19: Global: Fruit Juice Market: Other Flavours (in '000 Tons), 2009 & 2016
- Figure 20: Global: Fruit Juice Market: Breakup of Key Players (in %)
- Figure 21: Fruit Juice Manufacturing Plant: Detailed Process Flow
- Figure 22: Fruit Juice Manufacturing Process: Conversion Rate of Products
- Figure 23: Fruit Juice Manufacturing Plant: Proposed Plant Layout
- Figure 24: Fruit Juice Manufacturing Plant: Breakup of Capital Costs (in %)
- Figure 25: Fruit Juice Industry: Profit Margins at Various Levels of the Supply Chain
- Figure 26: Fruit Juice Production: Manufacturing Cost Breakup (in %)

List Of Tables

LIST OF TABLES

- Table 1: Global: Fruit Juice Market: Key Industry Highlights, 2016 and 2022
- Table 2: Global: Fruit Juice Market Forecast: Breakup by Region, 2017-2022
- Table 3: Global: Fruit Juice Market Forecast: Breakup by Flavor, 2017-2022
- Table 4: Fruit Juice Manufacturing Plant: Costs Related to Land and Site Development (US\$)
- Table 5: Fruit Juice Manufacturing Plant: Costs Related to Civil Works (in US\$)
- Table 6: Fruit Juice Manufacturing Plant: Costs Related to Machinery (in US\$)
- Table 7: Fruit Juice Manufacturing Plant: Raw Material Requirements
- Table 8: Fruit Juice Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)
- Table 9: Fruit Juice Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)
- Table 10: Details of Financial Assistance Offered by Financial Institutions
- Table 11: Fruit Juice Manufacturing Plant: Capital Costs (in US\$)
- Table 12: Fruit Juice Manufacturing Plant: Techno-Economic Parameters
- Table 13: Fruit Juice Manufacturing Plant: Taxation and Depreciation
- Table 14: Fruit Juice Manufacturing Plant: Income Projections (in US\$)
- Table 15: Fruit Juice Manufacturing Plant: Expenditure Projections (in US\$)
- Table 16: Fruit Juice Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability
- Table 17: Fruit Juice Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability
- Table 18: Fruit Juice Manufacturing Plant: Profit and Loss Account

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