

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

<https://marketpublishers.com/r/GB06AE892FEEN.html>

Date: January 2023

Pages: 115

Price: US\$ 2,699.00 (Single User License)

ID: GB06AE892FEEN

Abstracts

The GCC fruit juice market size reached US\$ 3.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.6 Billion by 2028, exhibiting a growth rate (CAGR) of 5.6% during 2023-2028.

This has altered the dietary patterns with increased consumption of processed and fast foods, which in turn have led to higher obesity rates among individuals. As a result, the governments in the region have started several initiatives toward promoting the consumption of healthier food and beverage options. Consequently, there has been an increase in the sales of fruit juices, which are considered a rich source of nutrients. They are also associated with various health benefits such as boosting energy, improving metabolism and reducing cholesterol.

Market Drivers:

The GCC is one of the most urbanized regions of the world, with over 75% of the population living in urban areas. This, along with the changing lifestyles, has encouraged consumers to opt for ready-to-drink (RTD) beverages, as they are easily available and convenient to consume. Apart from this, the rising health consciousness has created a shift in consumer preferences from carbonated and artificial beverages toward natural and healthier alternatives such as 100% fruit juices. Besides this, as the GCC countries have a sizable Muslim population, there is a high demand for halal food, which consists of natural, organic and ethically sourced ingredients with proven credentials. Due to this, manufacturers are producing natural fruit juices with no preservatives, colors or artificial additives. They are also launching innovative product variants by blending different fruits and vegetables, such as beetroot orange, orange carrot, laban with mint, lemonade, mixed berries and strawberry banana, to attract consumers and increase their profitability. Moreover, the GCC region has a large and

culturally diverse expatriate population, whereas around half of the total population is less than 25 years of age. Consequently, the demand for fruit juices is expected to remain high in the coming years, with the young and working population representing a key consumer base.

Key Market Segmentation:

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

Breakup by Product Type:

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

Amongst these, juice drinks represent the most popular product type in the region, accounting for the majority of the overall market share.

Breakup by Flavor:

- Orange
- Mango
- Mixed Fruit
- Apple
- Others

Orange juice currently accounts for the largest market share. This can be attributed to the numerous benefits offered by its consumption, such as detoxifying the body, boosting immunity, lowering cholesterol levels, and reducing inflammation and signs of aging.

Breakup by Packaging Type:

- Tetra Pack

Bottles
Cans
Others

At present, tetra packs exhibit a clear dominance in the market owing to their lightweight, convenience and environment-friendly nature.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets
Convenience Stores
Specialty Food Stores
Online Stores
Others

Fruit juice is majorly sold through supermarkets and hypermarkets in the region as these stores provide a wide array of products to the consumers under one roof.

Country Insights:

Saudi Arabia
United Arab Emirates
Kuwait
Oman
Qatar
Bahrain

Country-wise, Saudi Arabia enjoys the leading position in the market, on account of a large population and high disposable incomes of consumers in the country.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry.

Key Questions Answered in This Report

1. What was the size of the GCC fruit juice market in 2022?
2. What is the expected growth rate of the GCC fruit juice market during 2023-2028?
3. What are the key factors driving the GCC fruit juice market?
4. What has been the impact of COVID-19 on the GCC fruit juice market?

5. What is the breakup of the GCC fruit juice market based on the product type?
6. What is the breakup of the GCC fruit juice market based on the flavor?
7. What is the breakup of the GCC fruit juice market based on the packaging type?
8. What is the breakup of the GCC fruit juice market based on the distribution channel?
9. What are the key regions in the GCC fruit juice market?

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