

# **North America Fruit Juice Market Report by Type (100% Fruit Juice, Nectars, Juice Drinks, Concentrates, Powdered Juice, and Others), Flavour (Orange, Apple, Mango, Mixed Fruit, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Food Stores, Online Stores, and Others), and Country 2024-2032**

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## **Abstracts**

The North America fruit juice market size reached US\$ 39.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 59.1 Billion by 2032, exhibiting a growth rate (CAGR) of 4.4% during 2024-2032.

Fruit juice is a liquid which is naturally procured from fruits. It can be extracted by either mechanically squeezing or macerating the fruits. Fruit juice provides instant energy and refreshment to the consumers. Moreover, as it is rich in vitamins, minerals, antioxidants and offers anti-inflammatory properties, it helps in boosting the immune system of humans. On account of these benefits, there is a rise in the demand for fruit juices in North America.

The North America fruit juice market is currently being driven by several factors. The rising health-consciousness has shifted the consumers from carbonated drinks to natural beverages, such as fruit juices, in the region. This can also be accredited to the assistance of fruit juices in improving metabolism and reducing cholesterol. Furthermore, the handy packaging of fruit juices has enabled their easy consumption, thus supporting the hectic and sedentary lifestyles of the consumers in the region. Apart

from this, the technological advancements, such as the introduction of organic preservatives, has provided a positive impact on the regional as well as the global fruit juice market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America fruit juice market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on type, flavour and distribution channel.

#### Key Regions Analysed

United States

Canada

Mexico

#### Analysis for Each Country

#### Market by Type

100% Fruit Juice

Nectars

Juice Drinks

Concentrates

Powdered Juice

Others

#### Market by Flavour

Orange

Apple

Mango

Mixed Fruit

Others

#### Market by Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Food Stores

Online Stores

Others

Value Chain Analysis  
Key Drivers and Challenges  
Porters Five Forces Analysis  
PESTEL Analysis  
Government Regulations  
Competitive Landscape  
Competitive Structure  
Key Player Profiles

#### Key Questions Answered in This Report:

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

What are the key regions in the North America fruit juice market?

What has been the impact of COVID-19 on the North America fruit juice market?

What is the breakup of the North America fruit juice market on the basis of type?

What is the breakup of the North America fruit juice market on the basis of flavour?

What is the breakup of the North America fruit juice market on the basis of distribution channel?

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

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

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

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

What are the profit margins in the North America fruit juice industry?

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