

# Global Fruit Juice Market - Forecasts from 2016 to 2021

<https://marketpublishers.com/r/G5206272862EN.html>

Date: December 2016

Pages: 91

Price: US\$ 3,800.00 (Single User License)

ID: G5206272862EN

## Abstracts

Fruit juices are drinks which contain juice squeezed from fruits such as orange, lime, among others and have water as well as high sugar content. Growing propinquity of consumers towards juices due to the health benefits is driving the global fruit juice market. As consumers have become more fitness conscious, the demand for fruit juices has also witnessed an upward trend. Manufacturers of juices have started adding different flavors and producing varieties in order to differentiate their product from the competition. Although the availability of alternative products such as coconut water or milkshakes acts as a restraint to the market growth. North America and Europe are likely to drive the global fruit juice market over forecasted years while high growth will be observed in Asia Pacific region.

## Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which has been covered as part of the report.

## Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

## Segmentation

Thirdly, Fruit Juice Market has been segmented on the basis of concentration, type, flavor category and geography as follows:

### By Concentration

Concentrate

Non-Concentrate

### By Type

Shelf Stable

Frozen

Chilled Ready–To-Serve

Others

### By Flavor

Single Fruit Flavor

Apple

Mango

Orange

Lemon

Fruit Mixed

### By Category

Organic Juices

Carbonated Juices

Naturally Sweetened (No Artificial Sweetener)

Health Juice

Pre-Biotic And Pro-Biotic

Others

By Geography

Americas

North America

South America

Europe Middle East and Africa

Europe

The Middle East and Africa

Asia Pacific

## **Market Players**

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are PepsiCo, Hangzhou Wahaha Group, and Odwalla among others.

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