

# Global Packaged Juice Market - Forecasts from 2020 to 2025

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## Abstracts

The global packaged juice market is projected to grow at a CAGR of 3.75% to reach US\$19.698 billion by 2025 from US\$15.794 billion in 2019.

Cold pressed juice is getting increasingly popular among the consumers and gaining immense popularity owing to its excellent qualities of preserving the nutritional content of packaged juices

Cold processed juices are a type of juices that are prepared by using hydraulic press to extract the juices from other vegetables or fruits of choice. The hydraulic press is used after extracting pulp of the selected fruits or vegetables and this way these products are able to retain the nutritional content of the fruits and vegetables used. By Processing method, cold pressed juices are estimated to increase their share over the forecast period owing to the fact that they are made using complete pulp of fruits and vegetables and have no other added ingredients. In addition, there are brands such as Raw Pressery and BluePrint, which are making different types of cold pressed juices available and contributing the market share the segment holds.

The preference for freshly squeezed juice by the health conscious and fitness enthusiasts' consumers is acting as a restraint in the market growth.

The packaged juices that sold are very low in the fiber content whereas they contain high amounts of fructose, which can lead to an increase in the insulin levels of the body. Fitness enthusiasts and health conscious individuals on the other hand prefer freshly squeezed juices to packed juices as they do not want to put high amount of sugar in their body and lead a healthy lifestyle. This factor is leading to an increase in the demand for freshly packaged juices and restraining the packaged juices market growth.

## Product Launches and Offerings by Major Market Players in the Packaged Juice Market

Furthermore, effective techniques are being used increasingly by different market players that are involved in developing the food and beverage sector and manufacturing juices such as product offerings and product launches that are bolstering the market growth over the forecast period.

Some of the examples of product offerings are as follows:

In February 2019, Amul, which is among the one of the leading market players in the dairy segment in India announced its entry into

the packaged juice market by the launch of its new brand called “Tru”. Amul, is planning to launch the variety of juices in Litchi, Mango, Apple, and Orange flavors. These products

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Tetra Pak packaged juices are preferred more by the consumers over glass and canned juices as Tetra Pak juices have better shelf life and can retain the freshness and taste for a longer period of time

Tetra pak is a packaging technology that is used to package different types of food and beverages in order to increase their shelf life. This packaging solution makes use of 6-layer packaging technology and effectively retains the colors, flavors, and the nutritional elements of the juice and can be stored fresh for longer periods of times. Therefore, the consumers are prefer to consume and purchase the Tetra Pak juices over canned and glass bottle packaged juices, which is factor responsible for the market share this segment holds.

The North American region is estimated to hold a considerable share over the forecast period owing the rising health consciousness and awareness among the individuals to lead a healthy life. On the other hand, the Asia Pacific region is anticipated to show noteworthy growth prospects during the forecast period

The North American region is estimated to hold a considerable market share over the forecast period owing to the fact that the consumers are getting increasingly health conscious and self-aware, due to which they are shifting to juices instead of aerated drinks. Moreover, some of the market players such as IZZE are offering sparkling juices in order to mimic the fizzy taste of aerated drinks and encourage consumers to purchase their products.

On the other hand, the Asia Pacific region holds noteworthy growth prospects during the forecast period. This is attributed to the fact that there are the new variety of products being launched by the different globally popular market players such as Tropicana. In addition, efforts are being made by the brands such as RAW pressery to make cold-pressed juices popular in the countries such as India to cater to the population looking for no sugar and healthy juices.

#### Segmentation:

##### By Source

Fruit Juice

Vegetable Juice

##### By Pressing Method

Hydraulic Press

Centrifugal

##### By Content

Sugar

Sugar-free

With Pulp

Without Pulp

##### By Product Type

Normal

Sparkling

##### By Packaging Method

Glass Bottle

Cans

Tetra Pak

By Distribution Channel

Online

Offline

Hypermarkets

Convenience Stores

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

Japan

China

India

South Korea

Others

Note: The report will be delivered within 3 working days.



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