

Juice Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Juice Market in India 2014 highlights the current status of juice market in India. Fruit beverage can be categorized into juice, drinks and nectar based on the pulp content. Non-packaged fruit juices are already popular in India but recently packaged juice market has witnessed a huge growth. Indians have started preferring juices over carbonated drinks. The main reason may be negative publicity campaign against soft drink manufacturers regarding the ingredients found in their products. People consider packaged fruit juices hygienic as these drinks come in sealed packs. Packaged juices are costlier than non-packaged juices but that is not a major challenge for the juice manufacturers, as disposable income in India is on the rise. The major challenge faced by juice manufacturers in India is the reluctance of the farmers to grow fruits; price volatility of fruits and lack of storage facilities are the main reasons for the same.

The emerging concept of juice bars in India is making juice more popular in India. The ever-growing fitness trend has popularized the concept in India. Every company is trying to introduce new and unique flavors in the market and they are also working on different strategies to make their products more popular. A number of companies are trying to capture the untapped market aimed at children. Rural market in India has a huge growth potential. Few years back there was an absence of branded players in the market but now with more choice Indian consumers have become much more brand conscious. Private label juice brands will have more opportunity as the government has announced FDI in multi-brand retail. Current trends suggest that the domestic players are competing well with the multinational companies. Entry of smaller brands is a very good sign for the overall juice market in India.

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Market

Rising disposable income levels coupled with increased health consciousness is driving the juice market in India

The fruit drinks segment currently accounts for the lion's share of the market followed by fruit juice and nectars

Drivers & Challenges

Driver

Increasing level of health consciousness

Rise in disposable income

Rising fruit imports in India

Challenges

Reluctant attitude towards fruit farming

Unorganized nature of the market

Fruit Beverages Market

Fruit Drinks

Happens to be one of the highest selling categories in the Indian juice market

Products available in this segment comprise almost x1% fruit content

'A' and 'B' are the major products in this category

Juices

Prepared by mechanically squeezing fruit or vegetable flesh without the application of heat or solvents

They contain x2% fruit content without any dilution in the form of added flavors

'C' and 'D' primarily dominate this segment

Nectars

With a fruit content of roughly x3%, Nectar is gradually gaining ground in the overall market

Nectars mainly contain additives such as sugars/sweeteners and added aromas

Company A's 'Brand X' is the most popular nectar brand available in the Indian market

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