

# The European Market for Organic Juices

<https://marketpublishers.com/r/E44AAE985A9EN.html>

Date: October 2002

Pages: 262

Price: US\$ 2,880.00 (Single User License)

ID: E44AAE985A9EN

## Abstracts

**Hard Copy Format:** €2440

### Product Description:

The European organic juices market has been expanding at a rate of over 20% a year with sales projected to reach EUR 90 million this year.

The Italian and German markets are showing the highest growth at present. The major drivers of market growth are widening availability of organic juices and strong consumer interest in organic products. Many supermarkets in these countries started marketing organic juices for the first time in 2001 and most major retailers now have them in their juice categories.

The British and French organic juice markets are showing lower growth rates. The organic juices market in these countries experienced very high growth in the late 1990s and consumer demand is now stabilising. Retail penetration is reaching saturation in these countries with most food retailers offering organic juices. Further growth in these countries is to be driven by new product development and marketing campaigns.

The competitive structure is highly fragmented with over 100 companies involved in the production and bottling of organic juices and there is an absence of large companies operating at the regional level. Ten large companies dominate however none has a significant presence in more than one country.

This report provides strategic analysis of the organic juices market in the four largest European countries. Information contained in the report includes:

- Market size (Revenues and Volumes)

- Market Growth Rates, 2002-2008
- Market Drivers & Market Restraints
- Import and Export Statistics
- Distribution Analysis
- Competitive Analysis
- Market Shares of Leading Suppliers/Bottlers
- Market Shares by Marketing Channels
- Profiles of Leading Bottlers and Major Retailers
- Average Prices and Pricing Trends
- Strategic Recommendations to Juice Companies

### **Country Coverage**

Germany  
France  
UK  
Italy

## Contents

### **INDUSTRY OVERVIEW**

- Development of the organic juices industry
- State of the organic food industry in each country
- Major organic certifications, inspection bodies & associations

### **INDUSTRY CHALLENGES**

- The major challenges affecting companies in the organic juices industry in each country e.g. raw material supplies, certification, marketing channels, consumer perceptions, etc.
- The major challenges that affect companies marketing organic juices

### **MARKET DRIVERS**

- The major factors that are driving market growth in each country
- Factors behind consumer purchases of organic juices

### **MARKET RESTRAINTS**

- The major factors that are limiting market growth in each country
- Factors responsible for consumers not purchasing organic juices

### **MARKET FORECASTS**

- Revenue and volume forecasts, 2002-2008
- Projected market growth rates for the major product segments
- Projected market trends i.e. New Product Development, Marketing Channels, etc.

### **IMPORT ANALYSIS**

- Level of imports by each product segment
- List of main import sources and importers

### **EXPORT ANALYSIS**

- Level of exports by each product segment

- List of main export destinations and exporters

## **PRICING ANALYSIS**

- Typical retail prices of organic juices
- Level of price premium
- Factors affecting prices of organic juices

## **DISTRIBUTION ANALYSIS**

- Illustration of distribution structure
- Listing of major companies in supply chain
- Analysis of major issues in distribution and supply-chain management

## **SUPPLIER ANALYSIS**

- Market shares of companies by each product segment
- Listing of major suppliers/bottlers in each country
- Competitive profiles of major suppliers/bottlers

## **SALES ANALYSIS**

- Market shares by sales channels
- Listing of major companies in each channel category
- Trends and forecasts in marketing channels

## **RETAILER ANALYSIS**

- Detailed retail structure in country
- Profiles of major retailers – supermarkets and specialist outlets

## **CONSUMER ANALYSIS**

- Consumption rates of organic juices per capita
- Market size of organic juices market in relation to total juices market size
- Consumer perceptions and consumption trends

## **LIST OF INDUSTRY PARTICIPANTS**

- Major raw material suppliers, bottlers, exporters, and importers listed
- Major retailers (supermarkets and specialist retailers) listed
- Major wholesalers & distributors listed
- Major industry associations & certification bodies listed

## I would like to order

Product name: The European Market for Organic Juices

Product link: <https://marketpublishers.com/r/E44AAE985A9EN.html>

Price: US\$ 2,880.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E44AAE985A9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970