

# Research Report on China's Fruit and Vegetable Beverage Market, 2009

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## Abstracts

This report analyzes Chinese beverage processing industry from the aspect of production, demand, import and export areas. It analyzes main domestic and foreign-funded enterprises in China from products and operations. The author of this report has a profound understanding on Chinese beverage processing market. This report contains interviews, gains much first-hand information and cites abundant of second-hand information.

The Research Object of this report is Chinese beverage market.

Fruit and vegetable beverage and beverage manufactures refers to fresh or frozen fruits and vegetables as raw material, obtained by processing fruit and vegetable liquid products, as well as in fruit and vegetable or enrichment fruit and vegetable, and vegetable juice adding water, sugar, sour agent and so on, by the modulation can be directly derived from drinking beverages (content of fruit and vegetable not less than 10%) production.

The definition of fruit and vegetable juice and fruit and vegetable drinks concludes the following aspects:

- fruit and vegetable juice(refers to fresh or frozen fruits and vegetables as raw materials, obtained by processing fruit and vegetable liquid products, such as fruit and vegetable juice, enriched fruit and vegetable juice, pulp and enriched pulp);
- vegetable juice(Refers to the re-processing of the fresh or frozen vegetables, including edible roots, stems, leaves, flower, fruit, edible fungi, edible algae and ferns, such as raw materials, and obtaining by adding water, salt, sugar, etc. Modulation from the

products, such as tomato juice, carrots juice and so on.);

- Pulp juice(Pulp in its products is not less than 20%);
- Fruit and vegetable beverages and fruit drinks(Pulp in its products is not less than 10%);
- Vegetable juice beverage and fermented vegetable juice drinks;
- Mushroom beverages, beverage algae, ferns and other beverages;

Not including:

The pulp in the finished fruit drinks is less than 5%

Objects researched in this report are as follows:

- Market size of China's fruit and vegetable beverage industry
- Market structure of China's fruit and vegetable beverage industry
- Importing and exporting of China's fruit and vegetable beverage industry
- Main enterprises and their operation of China's fruit and vegetable beverage industry
- Mergers and acquisition of China's fruit and vegetable beverage industry
- Development tendency of China's fruit and vegetable beverage industry
- Consumption of China's fruit and vegetable beverage industry

China's fruits resource is rich. The apple yield ranks the first place in the world. The orange yield ranks the third place in the world. Pear and peach production rank the front place in the world. In recent years, the market of China's fruit and vegetable beverage shows the rapid development. It is inseparable between the rapid growth of fruit and vegetable beverage market and customers' health awareness. Fruit and vegetable beverage, especially Vitamins and trace elements in the pure fruit and vegetable beverage, is physically necessary. Therefore, health and delicacy become the main reasons attracting consumers.

In recent years, the production and sales of China's fruit and vegetable beverage grow rapidly. In 2007, the production of China's fruit and vegetable beverage reached 10.786 million tons, rising by 21% year on year. With the improvement of china's living condition and the changes of living style, People pay more attention to health. Pure natural, low sugar, sugar-free drinks have drawn greater attention. Although the price of healthy drinks is higher than that of normal drinks, it's growing faster than carbonated drinks, packaged water and so on. Natural, low-sugar, vitamin-rich image of fruit and

vegetable drinks have attracted more and more consumers' attention.

Facing the situation of well-developed market, related enterprises have also introduced new products in order to gain more market share. And the endless stream of sales miracles in the industry was born, such as the market promotion of ""orange fruit"" which makes us consider that in this industry there are still many opportunities for us to tap, China's beverage market development potential is still very great.

The present report focuses on analysis of the Chinese beverage market development and specific introduction on the development of various regions and the situation of its raw material markets .The report also introduces the operations of the well-known domestic enterprises. The related companies can gain some experience, as well as identify potential investment opportunities. The report has a high reference value for the understanding of the development of China's beverage market, competition pattern, the market trends and development trends and investment opportunities.

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