

The Global Juice and Smoothie Industry and the Impact of COVID-19 on Its Development in the Medium Term

<https://marketpublishers.com/r/G0CF31918D00EN.html>

Date: July 2024

Pages: 500

Price: US\$ 5,999.00 (Single User License)

ID: G0CF31918D00EN

Abstracts

Description

Short Description

This report presents a strategic analysis of the global juice and smoothies industry and a forecast for its development in the short and medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the industry volume and value, dynamics, segmentation, characteristics, main players, prices, international trade, trends and insights, growth and demand drivers, challenges, etc. This is the most detailed and comprehensive report about the global juice and smoothies industry, covering all global regions and 151 single countries. The report presents information on each indicator for each of the 151 countries covered, offering unmatched value, accuracy and expert insights. Moreover, it also presents separate data on each product group for each country, offering granular data on 1057 different product and country combinations!

Report Purpose

The purpose of the report is to describe the state of the global juice and smoothies industry and to present real and expert-verified information about the volumes, values, dynamics, segmentation and characteristics of consumption, prices, imports, and exports. The report also presents a forecast for the industry development in the short and medium term and the impact COVID-19 has and will have on it. In addition, the report presents an elaborate analysis of the main industry participants, industry trends and insights, growth and demand drivers and challenges and all other factors,

influencing the industry development.

Questions This Report Answers

The report on the global juice and smoothies industry covers:

Industry volume, value and dynamics for the last five years;

Industry segmentation (by region and each covered country; by product groups, presenting separate data on each major product group for each country) for the last five years;

Analysis of the factors, influencing the industry development (industry trends and insights, drivers and challenges);

The impact COVID-19 has and will have on the industry in both the short and the medium term;

Value chain analysis and structure of price formation;

Analysis of retail price levels and their dynamics for the last five years (broken down by region and each covered country);

Analysis of the major international trade flows;

Volume, value, dynamics, segmentation (by region and each covered country and by product groups) and analysis of imports for the last five years;

Volume, value, dynamics, segmentation (by region and each covered country and by product groups) and analysis of exports for the last five years;

Volume and dynamics of the average import and export prices for the last five years (broken down by region and each covered country and by product groups);

Volume, value, dynamics, segmentation and analysis of per capita consumption for the last five years (broken down by region and each covered country and by product groups);

Forecast for industry development in the medium term (volume, value and segmentation by region and each covered country and by product groups);

Characteristics of the main market players;

Analysis of the competitive landscape;

Five Forces analysis;

Analysis and forecast for the global economy and demographics.

How Can You Benefit from This Report?

With the help of this report you can:

Discover reliable and expert-verified industry data, with which you can confidently make smarter business decisions and drive your business forward;

Track industry data, including volume, value, segmentation, forecasts, dynamics and structure – past, present and future;

See what impact COVID-19 has and will have on the industry in both the short and the medium term;

Quickly and cost-effectively own a strategic analysis and gain competitive intelligence about the industry;

Track and identify key industry trends and insights and key drivers behind recent industry changes;

Strategically assess growth potential, opportunities, demand drivers and challenges in the industry;

Own and compare information at both aggregate level (globally and regionally) and for each individual country, covered in the report;

Discover the top-performing markets (strongest and weakest performers) as well as the markets, that are forecast to grow the most in the medium term (rising

stars vs. yesterday's news) within the industry in each global region;

Discover the top-performing product categories (strongest and weakest performers) as well as the product categories, that are forecast to grow the most in the medium term in each region and country covered;

Build and execute upon a strong strategy based on verified industry data and expert insights;

Explore and identify new market opportunities in the different product categories in the countries and regions within the industry;

Discover how each of the markets within the industry performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Strategically assess the competitive position of the main market players;

Evaluate how diversified the industry is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Make important strategic decisions safely and with confidence;

Discover data your competitors might already have and be acting upon;

Evaluate your position on the market, choose a new market to enter or get to know a completely new market;

Receive professional expertise on the industry and everything important, connected with its development;

Save your time and resources by not having to compile the whole research by yourself;

Save money by not having to invest in 1057 product and country reports separately;

Get all the data you need in one place;

Empower your marketing, branding, strategy, product and business

development, consumption and supply functions with valuable market and industry insights;

Build your investment strategy by assessing market attractiveness, regional/country attractiveness, product category attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using verified market data and expert insights;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics.

What Kind of Data Is Presented in This Report?

This report presents data, which is:

Reliable (the report is prepared using a proven methodology, including both primary and secondary research);

Expert-verified (the data is cross-checked and confirmed by more than 50 global and local experts, representatives of the main market players);

Real (allowing you to confidently make smarter business and strategic decisions);

Comprehensive (breaks down the overall global data into separate data for 151 countries; in the same way, it breaks down the industry data into separate data for the different major product groups for each region and country);

Comparable (the report covers information, which has been calculated in the same units for each indicator, making it comparable among all global countries and regions but still taking into account the local differences of the markets);

Easy to read, perceive and understand (you do not have to be a market expert

to understand what really is happening on the market and how it works);

Valuable (the value you get from this report is much higher than the investment you make for it);

Quick and hassle-free to get;

Commercially feasible - you do not have to invest in 1057 product and country reports separately;

All in one place;

Easy to get - just a few clicks away!

What Kind of Decisions You Can Make Based on the Data in This Report?

This report presents reliable and real industry data, providing valuable support to make important strategic decisions regarding:

Strategic planning;

Marketing and sales;

Market and industry evaluation;

Evaluation of market opportunities, risks and challenges;

Regional and country evaluation and opportunity analysis;

Product category evaluation;

Market entry;

Market growth;

Pricing and promotion;

New product development;

Distribution;

Sourcing and supply chain management;

Company evaluation;

Mergers and acquisitions.

Who Is This Report for?

This report is for people who already are actively working in this industry, representatives of producers, distributors, importers, exporters, wholesalers, retailers, suppliers, including, but not limited to:

Industry C Level executives;

Directors;

Industry strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders;

This report is also for people, not directly and actively involved in the industry, representatives of investors, consultants, advisors and financial institutions:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers.

Short Methodology

This research report has been prepared using the proven WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from industry experts (representatives of the main market participants), gathered by semi-structured interviews. For this particular report, more than 50 market expert interviews have been conducted with experts from the leading market companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

Regional Coverage

The report on the global juice and smoothies industry breaks down the world into the following regions and countries and covers every single one of them:

Africa (Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Republic of the Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe);

Asia and Pacific (Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, Fiji, India, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand,

Timor-Leste, Vietnam)

The CIS countries (Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russian Federation, Tajikistan, Turkmenistan, Ukraine, Uzbekistan);

Europe (Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, The Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, The United Kingdom);

The Middle East (Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, The United Arab Emirates);

North America (Canada, Mexico, The United States of America);

North East Asia (China, Hong Kong, Japan, South Korea);

South and Central America (Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Suriname, Uruguay).

Besides the fact that this report provides data on each indicator for each and every covered country, the report also breaks down the world into more regions than any other report. For example, North East Asia has been presented separately from Asia and Pacific due to the economic importance of China, Japan and South Korea and their cultural differences from the other countries in Asia and Pacific.

Product Coverage

This report breaks down the global juice and smoothies industry into the following product categories and covers every single one of them:

Total Juice;

Grape Juice (with 100% fruit content);

Grapefruit Juice (with 100% fruit content);

Apple Juice (with 100% fruit content);

Orange Juice (with 100% fruit content);

Pineapple Juice (with 100% fruit content);

Other Juices, Juice Mixtures and Smoothies (including Peach Juice, Apricot Juice, Juice from Berries, Mango Juice, Coconut Juice, Pomegranate Juice, Lemon Juice, Cranberry Juice, Tomato Juice, Fruit Juice Mixtures with 100% Fruit Juice Content, Vegetable Juices, Smoothies).

Recap

This is the most valuable, detailed and comprehensive report about the global juice and smoothies industry currently available, covering all global regions and 151 single countries! Moreover, it also presents separate data on each product group for each country, offering data on 1057 possible product and country combinations! In the same way, the report includes analysis of the impact of COVID-19 on the industry in both the short and the medium term. We have all the data for this report. However, as the situation with COVID-19 is changing by the hour globally, the report will be updated with the latest available information after each purchase. That is why the report will be dispatched in up to 5 working days after order confirmation. We also offer similar reports, covering every global country and region separately and offer special terms for bundle purchases. So, if you are interested in the global juice and smoothies industry, this research report will provide you with reliable, expert-verified and real industry data you can safely and confidently base your decisions on. In a quick and hassle-free way, it will provide you with a strategic analysis of the industry, its recent and future development. In addition, this solution will save you time and money while presenting you all the necessary information, empowering you to make informed commercial decisions and move your business forward!

This report is the most in-depth available business analysis that exists on this particular industry. And it is all here in one place, just a few clicks away!

Report Customization

If the report as is does not work for you, you can get it customized, according to your own specific requirements and criteria. Feel free to contact us for more information!

Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. PRODUCT DESCRIPTION

5. STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY

5.1. Characteristics of the Global Demographics in 2014-2018

5.2. Characteristics of the Global Economy in 2014-2018

5.3. Forecast for the Development of the Global Economy in the Short Term

6. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL JUICE AND SMOOTHIES INDUSTRY

6.1. Volume, Value and Dynamics of the Global Juice and Smoothies Industry in 2014-2018

6.2. Segmentation of the Global Juice and Smoothies Industry in 2014-2018 by Main Regions

6.3. Segmentation of the Global Juice and Smoothies Industry in 2014-2018 by Countries

6.4. Trends and Insights of the Global Juice and Smoothies Industry

6.5. Profiles of the Main Players on the Global Juice and Smoothies Industry

6.6. Five Forces Analysis

6.7. Competitive Landscape on the Global Juice and Smoothies Industry

6.8. Drivers and Challenges That Will Affect the Future Development of the Global Juice and Smoothies Industry

7. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF JUICE AND SMOOTHIES IN 2014-2018

7.1. Value Chain Analysis

7.2. Structure of Price Formation

7.3. Segmentation of the Average Retail Prices of Juice and Smoothies Globally in 2014-2018 by Main Regions

7.4. Segmentation of the Average Retail Prices of Juice and Smoothies Globally in 2014-2018 by Countries

8. GLOBAL FOREIGN TRADE OPERATIONS OF JUICE AND SMOOTHIES

8.1. Global Foreign Trade Operations of Juice and Smoothies in 2014-2018

9. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF JUICE AND SMOOTHIES

9.1. Volume, Value and Dynamics of the Global Imports of Juice and Smoothies in 2014-2018

9.2. Segmentation of the Global Imports of Juice and Smoothies by Importing Regions in 2014-2018

9.3. Segmentation of the Global Imports of Juice and Smoothies by Importing Countries in 2014-2018

9.4. Segmentation of the Average Import Prices of Juice and Smoothies by Importing Countries in 2014-2018

10. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF JUICE AND SMOOTHIES

10.1. Volume, Value and Dynamics of the Global Exports of Juice and Smoothies in 2014-2018

10.2. Segmentation of the Global Exports of Juice and Smoothies by Exporting Regions in 2014-2018

10.3. Segmentation of the Global Exports of Juice and Smoothies by Exporting Countries in 2014-2018

10.4. Segmentation of the Average Export Prices of Juice and Smoothies by Exporting Countries in 2014-2018

11. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF JUICE AND SMOOTHIES PER CAPITA

11.1. Segmentation of the Global Juice and Smoothies Consumption per Capita by Main Regions in 2014-2018

11.2. Segmentation of the Global Juice and Smoothies Consumption per Capita by Countries in 2014-2018

12. FORECAST FOR DEVELOPMENT OF THE GLOBAL JUICE AND SMOOTHIES INDUSTRY IN 2020-2024

12.1. FORECAST FOR DEVELOPMENT OF THE GLOBAL JUICE AND SMOOTHIES INDUSTRY IN 2020-2024 IN THREE POSSIBLE SCENARIOS

12.2. Forecast for Development of the Global Juice and Smoothies Industry, Broken down by Main Regions in 2020-2024

12.3. Forecast for Development of the Global Juice and Smoothies Industry, Broken down by Countries in 2020-2024

13. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL GRAPE JUICE MARKET

13.1. VOLUME, VALUE AND DYNAMICS OF THE GLOBAL GRAPE JUICE MARKET IN 2014-2018

13.2. Segmentation of the Global Grape Juice Market in 2014-2018 by Main Regions

13.3. Segmentation of the Global Grape Juice Market in 2014-2018 by Countries

14. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF GRAPE JUICE IN 2014-2018

14.1. Segmentation of the Average Retail Prices of Grape Juice Globally in 2014-2018 by Main Regions

14.2. Segmentation of the Average Retail Prices of Grape Juice Globally in 2014-2018 by Countries

15. GLOBAL FOREIGN TRADE OPERATIONS OF GRAPE JUICE

15.1. Global Foreign Trade Operations of Grape Juice in 2014-2018

16. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF GRAPE JUICE

16.1. Volume, Value and Dynamics of the Global Imports of Grape Juice in 2014-2018

16.2. Segmentation of the Global Imports of Grape Juice by Importing Regions in 2014-2018

16.3. Segmentation of the Global Imports of Grape Juice by Importing Countries in 2014-2018

16.4. Segmentation of the Average Import Prices of Grape Juice by Importing Countries in 2014-2018

17. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF GRAPE JUICE

- 17.1. Volume, Value and Dynamics of the Global Exports of Grape Juice in 2014-2018
- 17.2. Segmentation of the Global Exports of Grape Juice by Exporting Regions in 2014-2018
- 17.3. Segmentation of the Global Exports of Grape Juice by Exporting Countries in 2014-2018
- 17.4. Segmentation of the Average Export Prices of Grape Juice by Exporting Countries in 2014-2018

18. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF GRAPE JUICE PER CAPITA

- 18.1. Segmentation of the Global Grape Juice Consumption per Capita by Main Regions in 2014-2018
- 18.2. Segmentation of the Global Grape Juice Consumption per Capita by Countries in 2014-2018

19. FORECAST FOR DEVELOPMENT OF THE GLOBAL GRAPE JUICE MARKET IN 2020-2024 19.1. FORECAST FOR DEVELOPMENT OF THE GLOBAL GRAPE JUICE MARKET IN 2020-2024 IN THREE POSSIBLE SCENARIOS

- 19.2. Forecast for Development of the Global Grape Juice Market, Broken down by Main Regions in 2020-2024
- 19.3. Forecast for Development of the Global Grape Juice Market, Broken down by Countries in 2020-2024

20. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL GRAPEFRUIT JUICE MARKET

- 20.1. Volume, Value and Dynamics of the Global Grapefruit Juice Market in 2014-2018
- 20.2. Segmentation of the Global Grapefruit Juice Market in 2014-2018 by Main Regions
- 20.3. Segmentation of the Global Grapefruit Juice Market in 2014-2018 by Countries

21. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF GRAPEFRUIT JUICE IN 2014-2018

21.1. Segmentation of the Average Retail Prices of Grapefruit Juice Globally in 2014-2018 by Main Regions

21.2. Segmentation of the Average Retail Prices of Grapefruit Juice Globally in 2014-2018 by Countries

22. GLOBAL FOREIGN TRADE OPERATIONS OF GRAPEFRUIT JUICE

22.1. Global Foreign Trade Operations of Grapefruit Juice in 2014-2018

23. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF GRAPEFRUIT JUICE

23.1. Volume, Value and Dynamics of the Global Imports of Grapefruit Juice in 2014-2018

23.2. Segmentation of the Global Imports of Grapefruit Juice by Importing Regions in 2014-2018

23.3. Segmentation of the Global Imports of Grapefruit Juice by Importing Countries in 2014-2018

23.4. Segmentation of the Average Import Prices of Grapefruit Juice by Importing Countries in 2014-2018

24. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF GRAPEFRUIT JUICE

24.1. Volume, Value and Dynamics of the Global Exports of Grapefruit Juice in 2014-2018

24.2. Segmentation of the Global Exports of Grapefruit Juice by Exporting Regions in 2014-2018

24.3. Segmentation of the Global Exports of Grapefruit Juice by Exporting Countries in 2014-2018

24.4. Segmentation of the Average Export Prices of Grapefruit Juice by Exporting Countries in 2014-2018

25. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF GRAPEFRUIT JUICE PER CAPITA

25.1. Segmentation of the Global Grapefruit Juice Consumption per Capita by Main Regions in 2014-2018

25.2. Segmentation of the Global Grapefruit Juice Consumption per Capita by Countries in 2014-2018

26. FORECAST FOR DEVELOPMENT OF THE GLOBAL GRAPEFRUIT JUICE MARKET IN 2020-2024

26.1. Forecast for Development of the Global Grapefruit Juice Market in 2020-2024 in Three Possible Scenarios

26.2. Forecast for Development of the Global Grapefruit Juice Market, Broken down by Main Regions in 2020-2024

26.3. Forecast for Development of the Global Grapefruit Juice Market, Broken down by Countries in 2020-2024

27. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL APPLE JUICE MARKET

27.1. Volume, Value and Dynamics of the Global Apple Juice Market in 2014-2018

27.2. Segmentation of the Global Apple Juice Market in 2014-2018 by Main Regions

27.3. Segmentation of the Global Apple Juice Market in 2014-2018 by Countries

28. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF APPLE JUICE IN 2014-2018

28.1. Segmentation of the Average Retail Prices of Apple Juice Globally in 2014-2018 by Main Regions

28.2. Segmentation of the Average Retail Prices of Apple Juice Globally in 2014-2018 by Countries

29. GLOBAL FOREIGN TRADE OPERATIONS OF APPLE JUICE

29.1. Global Foreign Trade Operations of Apple Juice in 2014-2018

30. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF APPLE JUICE

30.1. Volume, Value and Dynamics of the Global Imports of Apple Juice in 2014-2018

30.2. Segmentation of the Global Imports of Apple Juice by Importing Regions in 2014-2018

30.3. Segmentation of the Global Imports of Apple Juice by Importing Countries in

2014-2018

30.4. Segmentation of the Average Import Prices of Apple Juice by Importing Countries in 2014-2018

31. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF APPLE JUICE

31.1. Volume, Value and Dynamics of the Global Exports of Apple Juice in 2014-2018

31.2. Segmentation of the Global Exports of Apple Juice by Exporting Regions in 2014-2018

31.3. Segmentation of the Global Exports of Apple Juice by Exporting Countries in 2014-2018

31.4. Segmentation of the Average Export Prices of Apple Juice by Exporting Countries in 2014-2018

32. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF APPLE JUICE PER CAPITA

32.1. Segmentation of the Global Apple Juice Consumption per Capita by Main Regions in 2014-2018

32.2. Segmentation of the Global Apple Juice Consumption per Capita by Countries in 2014-2018

33. FORECAST FOR DEVELOPMENT OF THE GLOBAL APPLE JUICE MARKET IN 2020-2024

33.1. Forecast for Development of the Global Apple Juice Market in 2020-2024 in Three Possible Scenarios

33.2. Forecast for Development of the Global Apple Juice Market, Broken down by Main Regions in 2020-2024

33.3. Forecast for Development of the Global Apple Juice Market, Broken down by Countries in 2020-2024

34. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL ORANGE JUICE MARKET

34.1. Volume, Value and Dynamics of the Global Orange Juice Market in 2014-2018

34.2. Segmentation of the Global Orange Juice Market in 2014-2018 by Main Regions

34.3. Segmentation of the Global Orange Juice Market in 2014-2018 by Countries

35. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF ORANGE JUICE IN 2014-2018

35.1. Segmentation of the Average Retail Prices of Orange Juice Globally in 2014-2018 by Main Regions

35.2. Segmentation of the Average Retail Prices of Orange Juice Globally in 2014-2018 by Countries

36. GLOBAL FOREIGN TRADE OPERATIONS OF ORANGE JUICE

36.1. Global Foreign Trade Operations of Orange Juice in 2014-2018

37. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF ORANGE JUICE

37.1. Volume, Value and Dynamics of the Global Imports of Orange Juice in 2014-2018

37.2. Segmentation of the Global Imports of Orange Juice by Importing Regions in 2014-2018

37.3. Segmentation of the Global Imports of Orange Juice by Importing Countries in 2014-2018

37.4. Segmentation of the Average Import Prices of Orange Juice by Importing Countries in 2014-2018

38. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF ORANGE JUICE

38.1. Volume, Value and Dynamics of the Global Exports of Orange Juice in 2014-2018

38.2. Segmentation of the Global Exports of Orange Juice by Exporting Regions in 2014-2018

38.3. Segmentation of the Global Exports of Orange Juice by Exporting Countries in 2014-2018

38.4. Segmentation of the Average Export Prices of Orange Juice by Exporting Countries in 2014-2018

39. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF ORANGE JUICE PER CAPITA

39.1. Segmentation of the Global Orange Juice Consumption per Capita by Main

Regions in 2014-2018

39.2. Segmentation of the Global Orange Juice Consumption per Capita by Countries in 2014-2018

40. FORECAST FOR DEVELOPMENT OF THE GLOBAL ORANGE JUICE MARKET IN 2020-2024

40.1. Forecast for Development of the Global Orange Juice Market in 2020-2024 in Three Possible Scenarios

40.2. Forecast for Development of the Global Orange Juice Market, Broken down by Main Regions in 2020-2024

40.3. Forecast for Development of the Global Orange Juice Market, Broken down by Countries in 2020-2024

41. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL PINEAPPLE JUICE MARKET

41.1. Volume, Value and Dynamics of the Global Pineapple Juice Market in 2014-2018

41.2. Segmentation of the Global Pineapple Juice Market in 2014-2018 by Main Regions

41.3. Segmentation of the Global Pineapple Juice Market in 2014-2018 by Countries

42. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF PINEAPPLE JUICE IN 2014-2018

42.1. Segmentation of the Average Retail Prices of Pineapple Juice Globally in 2014-2018 by Main Regions

42.2. Segmentation of the Average Retail Prices of Pineapple Juice Globally in 2014-2018 by Countries

43. GLOBAL FOREIGN TRADE OPERATIONS OF PINEAPPLE JUICE

43.1. Global Foreign Trade Operations of Pineapple Juice in 2014-2018

44. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF PINEAPPLE JUICE

44.1. Volume, Value and Dynamics of the Global Imports of Pineapple Juice in 2014-2018

44.2. Segmentation of the Global Imports of Pineapple Juice by Importing Regions in 2014-2018

44.3. Segmentation of the Global Imports of Pineapple Juice by Importing Countries in 2014-2018

44.4. Segmentation of the Average Import Prices of Pineapple Juice by Importing Countries in 2014-2018

45. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF PINEAPPLE JUICE

45.1. Volume, Value and Dynamics of the Global Exports of Pineapple Juice in 2014-2018

45.2. Segmentation of the Global Exports of Pineapple Juice by Exporting Regions in 2014-2018

45.3. Segmentation of the Global Exports of Pineapple Juice by Exporting Countries in 2014-2018

45.4. Segmentation of the Average Export Prices of Pineapple Juice by Exporting Countries in 2014-2018

46. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF PINEAPPLE JUICE PER CAPITA

46.1. Segmentation of the Global Pineapple Juice Consumption per Capita by Main Regions in 2014-2018

46.2. Segmentation of the Global Pineapple Juice Consumption per Capita by Countries in 2014-2018

47. FORECAST FOR DEVELOPMENT OF THE GLOBAL PINEAPPLE JUICE MARKET IN 2020-2024

47.1. Forecast for Development of the Global Pineapple Juice Market in 2020-2024 in Three Possible Scenarios

47.2. Forecast for Development of the Global Pineapple Juice Market, Broken down by Main Regions in 2020-2024

47.3. Forecast for Development of the Global Pineapple Juice Market, Broken down by Countries in 2020-2024

48. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL OTHER JUICES, JUICE MIXTURES AND SMOOTHIES MARKET

48.1. Volume, Value and Dynamics of the Global Other Juices, Juice Mixtures and Smoothies Market in 2014-2018

48.2. Segmentation of the Global Other Juices, Juice Mixtures and Smoothies Market in 2014-2018 by Main Regions

48.3. Segmentation of the Global Other Juices, Juice Mixtures and Smoothies Market in 2014-2018 by Countries

49. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF OTHER JUICES, JUICE MIXTURES AND SMOOTHIES IN 2014-2018

49.1. Segmentation of the Average Retail Prices of Other Juices, Juice Mixtures and Smoothies Globally in 2014-2018 by Main Regions

49.2. Segmentation of the Average Retail Prices of Other Juices, Juice Mixtures and Smoothies Globally in 2014-2018 by Countries

50. GLOBAL FOREIGN TRADE OPERATIONS OF OTHER JUICES, JUICE MIXTURES AND SMOOTHIES

50.1. Global Foreign Trade Operations of Other Juices, Juice Mixtures and Smoothies in 2014-2018

51. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF OTHER JUICES, JUICE MIXTURES AND SMOOTHIES

51.1. Volume, Value and Dynamics of the Global Imports of Other Juices, Juice Mixtures and Smoothies in 2014-2018

51.2. Segmentation of the Global Imports of Other Juices, Juice Mixtures and Smoothies by Importing Regions in 2014-2018

51.3. Segmentation of the Global Imports of Other Juices, Juice Mixtures and Smoothies by Importing Countries in 2014-2018

51.4. Segmentation of the Average Import Prices of Other Juices, Juice Mixtures and Smoothies by Importing Countries in 2014-2018

52. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF OTHER JUICES, JUICE MIXTURES AND SMOOTHIES

52.1. Volume, Value and Dynamics of the Global Exports of Other Juices, Juice Mixtures and Smoothies in 2014-2018

52.2. Segmentation of the Global Exports of Other Juices, Juice Mixtures and Smoothies by Exporting Regions in 2014-2018

52.3. Segmentation of the Global Exports of Other Juices, Juice Mixtures and Smoothies by Exporting Countries in 2014-2018

52.4. Segmentation of the Average Export Prices of Other Juices, Juice Mixtures and Smoothies by Exporting Countries in 2014-2018

53. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF OTHER JUICES, JUICE MIXTURES AND SMOOTHIES PER CAPITA

53.1. Segmentation of the Global Other Juices, Juice Mixtures and Smoothies Consumption per Capita by Main Regions in 2014-2018

53.2. Segmentation of the Global Other Juices, Juice Mixtures and Smoothies Consumption per Capita by Countries in 2014-2018

54. FORECAST FOR DEVELOPMENT OF THE GLOBAL OTHER JUICES, JUICE MIXTURES AND SMOOTHIES MARKET IN 2020-2024

54.1. Forecast for Development of the Global Other Juices, Juice Mixtures and Smoothies Market in 2020-2024 in Three Possible Scenarios

54.2. Forecast for Development of the Global Other Juices, Juice Mixtures and Smoothies Market, Broken down by Main Regions in 2020-2024

54.3. Forecast for Development of the Global Other Juices, Juice Mixtures and Smoothies Market, Broken down by Countries in 2020-2024

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List Of Tables

LIST OF TABLES

Global population, broken down by main regions in 2014-2018, in millions of people and in %

Global population growth rate, population density, urban population and life expectancy, broken down by regions in 2014-2018, in %, people per sq.km. and years

Age structure of the global population, broken down by main regions, in %

Sex structure of the global population, broken down by main regions, in %

Global GDP, broken down by main regions, in millions of USD

Global GNI per capita (Atlas method), broken down by main regions, in USD

Global GDP per capita and GDP annual growth, broken down by main regions, in USD per capita and in %

Global unemployment rate, labor force participation rate and GDP per person employed, broken down by regions in 2014-2018, in % and in constant 2011 PPP USD

Global school enrollment (tertiary education), broken down by main regions, in % of gross education

Global inflation rate – consumer prices, GDP deflator, bank capital to assets ratio, and bank nonperforming loans to total gross loans, broken down by main regions, in %

Global imports and exports of goods and services, BoP, broken down by main regions, in millions of USD and in %

Forecasted global GDP, broken down by main regions, in billions of USD

Forecasted global GDP growth, broken down by main regions, in %

Forecasted global GDP per capita, current prices, broken down by main regions, in %

Volume and dynamics of the global juice and smoothies industry in 2014-2018, in million liters and in %

Value (in RSP) and dynamics of the global juice and smoothies industry in 2014-2018, in million USD and in %

Volume and dynamics of the global juice and smoothies industry, broken down by main regions in 2014-2018, in million liters and in %

Value (in RSP) and dynamics of the global juice and smoothies industry, broken down by main regions in 2014-2018, in million USD and in %

Segmentation of the juice and smoothies industry in Africa by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in Africa by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in Asia and Pacific by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in Asia and Pacific by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in the CIS countries by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in the CIS countries by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in Europe by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in Europe by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in the Middle East by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in the Middle East by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in North America by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in North America by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in North East Asia by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in North East Asia by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the juice and smoothies industry in South and Central America by countries in 2014-2018, in million liters and in %

Segmentation of the juice and smoothies industry in South and Central America by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Key financial indicators of Company A for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company B for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company C for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company D for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company E for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company F for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company G for the FY 2014 – FY 2018, in millions of USD

and in %

Key financial indicators of Company H for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company I for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company J for the FY 2014 – FY 2018, in millions of USD and in %

Average annual retail prices of juice and smoothies globally, broken down by main regions in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in Africa, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in Asia and Pacific, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in the CIS countries, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in Europe, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in the Middle East, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in North America, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in North East Asia, broken down by countries in 2014-2018, in USD per liter and in %

Segmentation of the average annual retail prices of juice and smoothies in South and Central America, broken down by countries in 2014-2018, in USD per liter and in %

Trade balance of the juice and smoothies foreign trade by main regions in 2014-2018, in million liters and in %

Trade balance of the juice and smoothies foreign trade by main regions in 2014-2018, in million USD and in %

Volume and dynamics of the global imports of juice and smoothies in 2014-2018, in million liters and in %

Value and dynamics of the global imports of juice and smoothies in 2014-2018, in million USD and in %

Segmentation of the global imports of juice and smoothies by importing regions in 2014-2018, in million liters and in %

Segmentation of the global imports of juice and smoothies by importing regions in 2014-2018, in million USD and in %

Segmentation of the African imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the African imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the Asian and Pacific imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the Asian and Pacific imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the CIS countries' imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the CIS countries' imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the European imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the European imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the Middle Eastern imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the Middle Eastern imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the North American imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the North American imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the North East Asian imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the North East Asian imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Segmentation of the South and Central American imports of juice and smoothies by importing countries in 2014-2018, in million liters and in %

Segmentation of the South and Central American imports of juice and smoothies by importing countries in 2014-2018, in million USD and in %

Value and dynamics of the average import prices of the juice and smoothies, imported to Africa by importing countries in 2014-2018, in USD per liter and in %

Value and dynamics of the average import prices of the juice and smoothies, imported to Asia and Pacific by importing countries in 2014-2018, in USD per liter and in %

Value and dynamics of the average import prices of the juice and smoothies, imported to the CIS countries by importing countries in 2014-2018, in USD per liter and in %

Value and dynamics of the average import prices of the juice and smoothies, imported to Europe by importing countries in 2014-2018, in USD per liter and in %

Value and dynamics of the average import prices of the juice and smoothies, imported

to the Middle East by importing countries in 2014-2018, in USD per liter and in %
Value and dynamics of the average import prices of the juice and smoothies, imported to North America by importing countries in 2014-2018, in USD per liter and in %
Value and dynamics of the average import prices of the juice and smoothies, imported to North East Asia by importing countries in 2014-2018, in USD per liter and in %
Value and dynamics of the average import prices of the juice and smoothies, imported to South and Central America by importing countries in 2014-2018, in USD per liter and in %

Volume and dynamics of the global exports of juice and smoothies in 2014-2018, in million liters and in %

Value and dynamics of the global exports of juice and smoothies in 2014-2018, in million USD and in %

Segmentation of the global exports of juice and smoothies by exporting regions in 2014-2018, in million liters and in %

Segmentation of the global exports of juice and smoothies by exporting regions in 2014-2018, in million USD and in %

Segmentation of the African exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the African exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

Segmentation of the Asian and Pacific exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the Asian and Pacific exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

Segmentation of the CIS countries' exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the CIS countries' exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

Segmentation of the European exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the European exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

Segmentation of the Middle Eastern exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the Middle Eastern exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

Segmentation of the North American exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the North American exports of juice and smoothies by exporting

countries in 2014-2018, in million USD and in %

Segmentation of the North East Asian exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the North East Asian exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

Segmentation of the South and Central American exports of juice and smoothies by exporting countries in 2014-2018, in million liters and in %

Segmentation of the South and Central American exports of juice and smoothies by exporting countries in 2014-2018, in million USD and in %

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