Europe Juice Market: By Type (Fruit, Vegetable, Blends); By Concentration (100% juice, Juice drinks, Flavored juice, Nectars) By Distribution Channel - Forecast (2015-2020)

Description: Juice is essentially the liquid extract of fruit or vegetable. Juices are mainly consumed for their health benefits. Fruits are the major source for juices and are often sold in the form of packaged and canned beverages. Juices are available in various flavors reflecting the source of the extract such as Orange pulp, Apple, Lemonade and so on. Juice products can be categorized into four broad types based on the juice concentrate present in the packaged juice product as 100% juice, Nectars (25%-99% juice concentrate), Juice drinks (less than 24% juice concentrate) and flavored juice drinks (no juice concentrate). In nectars and juice drinks, along with the juice concentrate manufacturers add sweeteners, citric acids and other ingredients to enhance taste, color and nutritional content. Packaged Juice products can be either frozen or non-refrigerated. The report on juice market covers packaged juice products which are available in the form of cartons, glass & plastic bottles and so on.

European Juice market has witnessed continuous decline since 2009 mainly due to the fluctuations in macroeconomic conditions. There has been a considerable shift in the preference of consumers due to the wide spread cautious spending trend in Europe. Juice market in Europe is characterized by high take home sales due to wide spread home consumption. Private labels have significant presence with more than 35% share in the regional juice market. Though, juices are available in various packages like cartons, glass, PET and so on; Cartons are mostly preferred by the consumers in Europe. EU is self-reliant in terms of juice production with Italy, Spain, France, Poland and Greece being the major producers of apples, peaches, strawberries, oranges and other fruits.

The report analyzes the market based on juice content namely: 100% juice, juice drinks, flavored juice and nectars. The report provides detailed analysis on distribution landscape and potential of various distribution channels such as Supermarkets/Hypermarkets, Convenience stores, specialty food stores, online retail and others. Country specific trends and market dynamics are also covered in the report.

Some of the key players in the European juice market include:

- Coca-Cola Company
- Pepsi Co
- Eckes-Granini Deutschland GmbH.

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