South America Juice Market: By Type (Fruit, Vegetable, Blends); By Concentration (100% juice, Juice drinks, Flavored juice, Nectars) Distribution Channel (Supermarkets/Hypermarkets, Convenience stores and Others)- 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.

South American functional beverage market is estimated to cross $18 billion by 2020 due to the rising health concerns and growing awareness on nutritive drinks. South America is self-sufficient in juice production and even export juice concentrates to other countries as the availability of raw material is high. Brazil is the largest producer of orange juice which accounts for more than 50% of the global orange juice production, whereas Chile is the major producer of peach powders in Latin America. South American juice market is fragmented with the presence of domestic players.

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 South America juice market include:

- Sucos Del Valle do Brasil
- Coca-Cola Company
- RPB SA.

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