APAC 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.

APAC juice market is characterized with increasing competition, rising preference towards healthier drinks and strengthening modern retail. These factors significantly influence the consumer preferences and fuel the juice consumption in the coming years. Japan and Australia are mature markets as compared to other countries in the region and has been witnessing decline due to the presence of wide variety of nutritional and functional beverages. Apart from taste and nutritional appeal; price and packaging also play an important role in consumers buying decision. The market is estimated to witness new variety of flavors and blends, as companies have been trying to increase the consumer base. Juice drinks is the most preferred type owing to its wide availability in small packets and low-price as compared to other segments. On the other hand, 100% juice has been the least preferred drink in juice market of most of the nations except Japan and Australia.

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 APAC juice market include:
- Pepsi Co
- Coca-Cola Company
- Ting Hsin International Group.

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