

Fruit/Vegetable Juice in South Africa

- Description:** Total volume and current value growth rates for fruit/vegetable juice in 2012 were both down sharply on 2011, and also slower than the respective CAGRs for the entire review period. This was mainly due to increased price sensitivity among consumers in the wake of the economic crisis, as fruit/vegetable juice products are relatively expensive. The negative impact that the lingering effects of the crisis had on fruit/vegetable juice consumption was compounded as rising raw material costs and...
- The Fruit/Vegetable Juice in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2008-2012), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2017 illustrate how the market is set to change.
- Product coverage: 100% Juice, Fruit-Flavoured Drinks (No Juice Content), Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).
- Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.
- Why buy this report?
- Get a detailed picture of the Fruit/Vegetable Juice market;
 - Pinpoint growth sectors and identify factors driving change;
 - Understand the competitive environment, the market's major players and leading brands;
 - Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
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Demand for Healthier Soft Drinks Products Continues To Rise

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Supermarkets Continue To Dominate Off-trade Distribution of Soft Drinks

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