

Juice Industry Europe Analysis by Region, Vendors, Market challenge and Technology Forecasts 2019

Juice Market - Europe Industry Analysis, Size, Share, Growth, Trends and Forecast 2016 – 2019

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The Juice Market In Europe is expected to decline because of the high sugar content in juice drinks. Analysts estimate the market to reach more than USD 32 billion in revenues by 2019.

In terms of consumption, the juice market in Europe was estimated to be close to 19 billion liters in 2014. Orange and apple juices together constituted the major share of juice consumption in Europe with a combined market share of about 55% in terms of volume. Adverse weather conditions in Florida and Brazil, the two major suppliers of orange to the European market is further expected to decrease the import of oranges to Europe. It is expected to decrease the consumption of orange juice further during the forecast period. Consumption in minor segments such as apricot, alphonso mango, pineapple and passion fruit are also expected to increase during the same period.

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Market segmentation by product

- 100% fruit juice from concentrate
- 100% fruit juice not from concentrate
- Nectar
- Vegetable juices
- Fruit drink

In 2014, though 100% fruit juice from concentrate accounted for a larger market share in terms of revenue, it is expected to witness a decline in 2019 due to having higher sugar concentration. Nectar had a market share of close to 22% which is also slated to decline in 2019.

Market segmentation by distribution channel

- Supermarkets and hypermarkets
- On-trade
- Independent retailers
- Specialist retailers
- Other

Market share of the leading juice consuming countries of Europe

- Germany
- Spain
- UK
- France
- Italy

The juice market in Germany was estimated to be around USD 7 billion in 2014. The demand for juice drinks in Germany remained low as more consumers preferred carbonated soft drinks and flavored water. Companies in Germany are trying to improve the declining consumption by launching new products that offer more value-added features. For instance, Eckes-Granini Deutschland introduced minerals laced juice drink under the brand name Hohes C Plus and a fruit pulp under the brand name Granini samtig.

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Leading vendors analyzed in the report

- Britvic
- Coco-Cola
- Eckes-Granini
- PepsiCo

The other prominent vendors of this market include Antartic, Bionade, Boller, Chegworth Valley, Copella, Firefly Tonics, Fruitapeel, Refresco Gerber, Spumador, Wild & Co. KG, and Zipperle.

Key questions answered in the report

- What are the key factors driving the Juice market in Europe?
- What are the key market trends impacting the growth of the Juice market in Europe?
- What are the various opportunities and threats faced by the vendors in the Juice market in Europe?
- Key outcome of the five forces analysis on the Juice market in Europe?
- Growth forecast of the Juice market in Europe until 2019?

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