

# Juice Market 2017 Indian Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2021

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*Wiseguyreports.Com Adds "Juice Market: Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2021" To Its Research Database*

PUNE, INDIA, May 18, 2017 /EINPresswire.com/ -- [India Juice Industry](#)

Wiseguyreports has added Latest Report on Juice Market India Analysis & 2021 Forecast Research Study

The beverage market in India is mainly bifurcated into alcoholic and non-alcoholic beverage. The further segmentation of non-alcoholic beverage in India comes out to be of carbonated and non-carbonated beverage. The main segments that are observed in the non-carbonated non-alcoholic segments comprises of juices, bottled water, energy drinks, ready to drink tea and coffee, flavored milk, malted drinks and other drinks that are available. This report covers a detailed insight of the juice market in the global as well as Indian scenario. It includes leading companies that are involved in the manufacturing and marketing of the packaged juice drinks in India. The different brands and companies involved in the organized juice market are thoroughly analyzed in the report. Moreover, the report also gives an idea on the pricing analysis of each of the product available in the juice market.

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According to "India Juice Market Overview", the juice market in India registered a CAGR of 15-20% in the last six years. India is known to be a fruit basket of the world and has been considered as the second largest producer of fruits after China. The fruit and vegetable processing industry in the country is highly decentralized, having wide capacities. The wastage of fresh fruit, produce has been estimated to be of a very high order in India, i.e. around 30-35% of the total production during harvest, storage, grading, transport, packaging and distribution because of the challenges involved in the industry. The current Prime Minister of India Mr. Narendra Modi recently proposed the big players like Coca-Cola and Pepsi to add 2% of fruit content in the aerated drinks, which will thereby help the farmers to cultivate more in fruits and can generate profit. These kinds of initiatives are also expected to promote the inclusion of real fruits in the packaged juices available in the Indian market.

The segmentation in the Indian juice market is done on the basis of fruit content like fruit juices, fruit drinks and nectar drinks. Fruit drinks dominate the market with more than half of the market share. Street vendors find this product feasible as the product comes cheap and viable. The consumers of India are price sensitive and go for the cheaper options without realizing the side effects. However, with the increasing awareness about the deteriorating health due to such drinks, the market is expected to decline in the coming five years. Top players are working rigorously on fruit drinks that contain 100% juice content. The health conscious people are also shifting from the fruit drinks to the fruit juice segment as it is healthier and does not contain added preservatives or artificial flavours. Dabur, Parle Agro, PepsiCo, Coca-Cola are some of the major companies operating in the Indian market.

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