

# Orange Juice Market Size, Share And Growth Analysis For 2024-2033

*The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033*



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Orange Juice Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, June 28, 2024 /EINPresswire.com/ -- The [global orange juice market](#) has

witnessed robust growth, expanding from \$4.92 billion in 2023 to \$5.21 billion in 2024, marking a compound annual growth rate (CAGR) of 5.9%. This growth in the historic period can be attributed to factors such as the discovery of vitamin C, innovations in packaging technology, the rise of breakfast culture, increasing health consciousness, and the wellness trend.



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The market is projected to continue its upward trajectory, reaching \$6.59 billion by 2028, with a CAGR of 6.0%. Anticipated drivers in the forecast period include heightened health and wellness trends, premiumization and organic segments, innovative blends and flavors, sustainability with eco-friendly packaging, and diversification of distribution channels.

## Rising Health Consciousness Drives Market Growth

Increasing health consciousness among consumers is a significant driver propelling the orange juice market forward. Consumers are actively seeking nutritious beverages rich in vitamins, antioxidants, potassium citrate, and other minerals that enhance immune function and support overall health. The trend is reinforced by findings from the Food and Health Survey 2022, which highlighted a rising number of Americans adopting health-conscious diets.

Explore the global orange juice market with a detailed sample report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=12382&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=12382&type=smp)

Key Players and Market Trends

Major companies in the orange juice market include Trader Joe's, Dole Plc., J.M. Smucker Company, Whole Foods, Ocean Spray, Minute Maid, Welch Foods Inc., Bolthouse Farms, and others. These companies are focusing on expanding their fruit juice ranges, including long-life versions that cater to changing consumer preferences and contribute significantly to their market revenues.

For instance, Tropicana recently introduced a new range of long-life fruit juices in classic flavors like Smooth Orange and Apple, addressing consumer demand for convenient and healthy beverage options.

#### Major Trends in the Forecast Period

In the coming years, key trends in the orange juice market will include the introduction of sugar reduction and low-calorie variants, the emphasis on clean label and natural ingredients, heightened focus on immune health benefits, the rise of DIY and home juicing culture, and the popularity of regional and exotic fruit blends.

#### Market Segments

- Product Type: Frozen Concentrated Orange Juice, Not From Concentrate, Canned Orange Juice, Fresh-Squeezed Orange juice, Dehydrated Orange Juice, Other Product Types
- Category: Organic, Conventional
- Packaging: Cartons, Polypropylene (PP) Material Bottle, Metal Can, Other Packaging
- Distribution Channel: Food and Beverage Industry, Food Service Provider, Supermarkets And Hypermarkets, Convenience stores, Specialty food stores, Online retail

#### Geographical Insights: North America Leads the Market

North America dominated the orange juice market in 2023, driven by strong consumer demand for nutritious beverages and the region's robust distribution infrastructure.

Make your report purchase here and explore the whole industry's data as well

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[Orange Juice Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Orange Juice Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on orange juice market size, orange juice market drivers and trends, orange juice market major players, competitors' revenues, market positioning, and market growth across geographies. The orange juice market report helps you

gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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