Article Side

Juice Market in India 2011 by Bharatbook

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The juice market in India has been growing steadily and with the increase in health conscious consumers, the market is expected to get a boost. Among the major segments in the market namely fruit drinks, nectar and 100 percent fruit juice, the fruit drinks market accounts for the maximum market share. The rising consumption of packaged products reflects the demand for the organized juice market.

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The report provides an introduction to the juice market in India covering the market size and growth, market segmentation as well as the rise in packaged versus non packaged products. It further provides information regarding the juice market in terms of volume and briefly covers the production as well as distribution cycle prevalent in the market. A section on EXIM offers overall export and import figures as well as the country-wise segmentation of juice imported as well as exported. Some insights regarding the EXIM scenario have been covered.

The major drivers have been identified and include the rise in health conscious consumers, growing modern trade as well as rising disposable income. Indian consumers are becoming aware regarding the health benefits associated with products such as juice. In addition, the rising disposable income driven by a developing economy is allowing individuals to meet their nutritional requirements through products such as juices. Furthermore, the growth in modern retail has allowed consumers access to a wide variety of products manufactured by a whole host of players. The availability of such products has created strong opportunity for players to capitalize upon by catering to a larger audience. The market has observed some challenges which include price rise, existing perception against packaged juice as well as the lack of variation and fluctuation in quality. Due to the rising prices of basic inputs, players have been forced to increase prices gradually. This coupled with the fact that consumers are more inclined towards fresh juice against packaged juices, which my contain preservatives, has negatively impacted the market. Players find it extremely difficult to differentiate their products from their closest competitors which translate into high marketing budgets towards creating awareness regarding their products.

New flavours and variants, expansion, adoption of new strategies and advent of juice bars are some of the major trends that have been identified. In order to differentiate their products, players are looking to provide new flavours of juices. They have started focusing on packaging of their products as well as looked to offer juices in various pack sizes at varying price points towards gaining a larger market share. Companies are constantly looking to adopt new strategies towards increasing sales. The strategies adopted can range from revamping the distribution channel to launching new products. Juice bars have been rising in India towards tapping consumers against packaged juice products and are providing such consumers fresh juice created in a hygienic environment at competitive prices.

Market Report

For more information kindly visit :

Juice Market in India 2011

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