

# Juice in Asia Pacific

March 2023

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Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific has the greatest sales of juice globally

Annual growth rates expected to gradually improve in the coming years

Health concerns hitting juice sales in some countries

India, Pakistan and Vietnam record the most dynamic CAGRs in 2017-2022

Major decline in juice drinks sales in China in 2017-2022

Rising health consciousness a key factor in the juice market

Small grocery retailers the biggest single distribution channel in Asia Pacific

E-commerce sees strong growth during the pandemic but still holds a small share

## LEADING COMPANIES AND BRANDS

National competitive landscapes often quite concentrated

Nestlé pioneers the new sparkling juice category in Pakistan

More than half of the top 10 players generate the bulk of their sales in China

Coca-Cola's Minute Maid remains the clear number one juice brand in Asia Pacific

## FORECAST PROJECTIONS

Positive growth expected in the region in 2022-2027...

...driven in particular by dynamic performances in India and Pakistan

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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