

Juice in Eastern Europe

May 2021

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Eastern Europe: Declining sales and per capita consumption in 2015-2020

Juice to see a better performance over the forecast period

Loss of sales in Russia shapes the overall 2015-2020 performance

Nectars halt their strong decline in Russia in 2020

Russian losses in nectars shape the regional market in 2015-2020

Price sensitivity due to COVID-19 influences sales trends in 2020

Modern grocery retailers continue to gain share...

...as the e-commerce channel doubles its sales in 2020

LEADING COMPANIES AND BRANDS

National juice markets are relatively concentrated

Maspex recording strong growth in 2015-2020

Russia and Poland the main revenue generators for the top 10

Lyubimy the biggest mover over the 2015-2020 period

FORECAST PROJECTIONS

Modest growth rates expected from 2021

HW expected to be a driver of regional sales over 2020-2025

Rising GDP should help drive growth in Eastern Europe

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Bosnia and Herzegovina: Competitive and Retail Landscape

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