

**SOUTH AFRICAN JUICE
MARKET INSIGHTS REPORT**

PUBLISHED: OCTOBER 2024

COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

We believe in the advantage market research gives business leaders to fully understand their industry, facilitate business strategy, improve company performance, and drive company growth.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke Industry and Market Intelligence can help give the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision. From strategic overviews of your business’s competitive environment through to specific competitor profiles, our customised Intelligence is designed to meet your unique needs.



QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

OUR FOOD AND BEVERAGE EXPERIENCE

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Juice Market Insights Report (65 pages)** provides a dynamic synthesis of industry research, examining the local and global **Juice industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers and challenges.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Juice Industry Section:

- What are the current market dynamics of the Global Juice industry?
- Which are the key markets within the Global Juice industry?
- What are the latest industry trends, innovation and technology, drivers, and challenges?

For the South African Juice Industry Section:

- What are the current market dynamics (market size, market value, market volumes, imports and exports trade): 2018-2023 Actual, 2024-2028 Forecasts, and distribution channels?
- What are the latest industry trends, innovation and technology, drivers, and challenges?

SCREENSHOTS FROM REPORT

64-page report filled with detailed charts, graphs, and insights

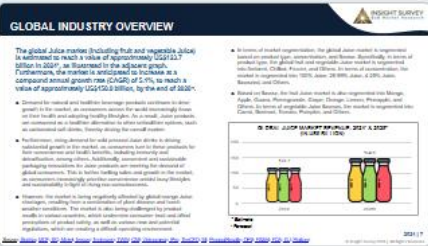
1. GLOBAL JUICE INDUSTRY



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GLOBAL INDUSTRY OVERVIEW

The global juice market (including fruit and vegetable juices) is estimated to reach a value of approximately US\$117.1 billion in 2024. This represents an increase from US\$105.1 billion in 2023. The market is projected to grow at a CAGR of 1.4% from 2023 to 2028.



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GLOBAL INDUSTRY MARKET ENVIRONMENT

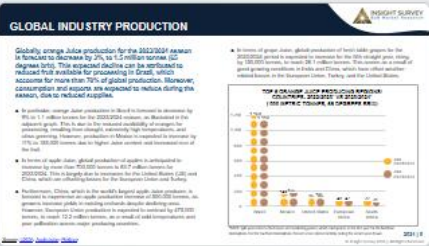
The global juice market remains highly fragmented and competitive, with a variety of small and large players vying for market share. These players are competing in terms of price and quality, while also focusing on innovation and margin expansion.



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GLOBAL INDUSTRY PRODUCTION

Globally, orange juice production for the 2023/2024 season is forecasted to increase by 0.4% to 1.5 million metric tons (MT) compared to the 2022/2023 season. This increase is primarily driven by higher production in the United States and Turkey.



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GLOBAL INDUSTRY IMPORTS

The estimated total global imports for the juice (2023/2024) category are valued at approximately US\$17.3 billion in 2023. This represents an increase from US\$16.5 billion in 2022. The market is projected to grow at a CAGR of 1.4% from 2023 to 2028.



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GLOBAL INDUSTRY EXPORTS

The estimated total global exports for the juice (2023/2024) category are valued at approximately US\$17.3 billion in 2023. This represents an increase from US\$16.5 billion in 2022. The market is projected to grow at a CAGR of 1.4% from 2023 to 2028.



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GLOBAL KEY MARKETS REGIONAL OVERVIEW

In terms of regional market, the European region is expected to witness the highest growth in the juice industry market in 2024. This is primarily due to the increasing demand for healthy and natural beverages in the region.



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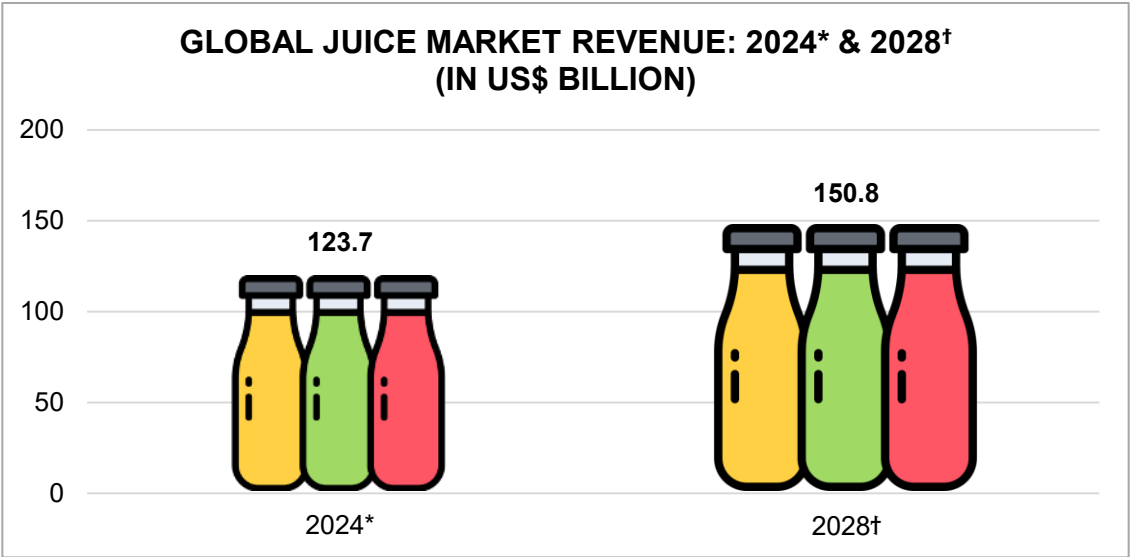


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The global Juice market (including fruit and vegetable Juice) is estimated to reach a value of approximately US\$123.7 billion in 2024*, as illustrated in the adjacent graph. Furthermore, the market is anticipated to increase at a compound annual growth rate (CAGR) of 5.1%, to reach a value of approximately US\$150.8 billion, by the end of 2028†.

- Demand for natural and healthier beverage products continues to drive growth in the market, as consumers across the world increasingly focus on their health and adopting healthy lifestyles. As a result, Juice products are consumed as a healthier alternative to other unhealthier options, such as carbonated soft drinks, thereby driving the overall market.
- Furthermore, rising demand for cold pressed Juice drinks is driving substantial growth in the market, as consumers turn to these products for their convenience and health benefits, including immunity and detoxification, among others. Additionally, convenient and sustainable packaging innovations for Juice products are meeting the demand of global consumers. This is further fuelling sales and growth in the market, as consumers increasingly prioritise convenience amidst busy lifestyles and sustainability in light of rising eco-consciousness.
- However, the market is being negatively affected by global orange Juice shortages, resulting from a combination of plant disease and harsh weather conditions. The market is also being challenged by product recalls in various countries, which undermine consumer trust and affect perceptions of product safety, as well as various new and potential regulations, which are creating a difficult operating environment.

- In terms of market segmentation, the global Juice market is segmented based on product type, concentration, and flavour. Specifically, in terms of product type, the global fruit and vegetable Juice market is segmented into Ambient, Chilled, Frozen, and Others. In terms of concentration, the market is segmented into 100% Juice, 25-99% Juice, 4-25% Juice, flavoured, and Others.
- Based on flavour, the fruit Juice market is also segmented into Mango, Apple, Guava, Pomegranate, Grape, Orange, Lemon, Pineapple, and Others. In terms of vegetable Juice flavours, the market is segmented into Carrot, Beetroot, Tomato, Pumpkin, and Others.



* Estimate
† Forecast

Juice Products for Children Trending Amongst Local Market Players

- Recently, Juice products tailored to, and promoted specifically for, children have begun trending in the South African Juice market. This trend is being fuelled by prominent local market players, who are increasingly innovating with new child-focused Juice product introductions, as well as campaigns, making this a trend likely to continue growing.
- More specifically, Juice is often a popular beverage choice for parents for their children, providing a quick and convenient method for ensuring a healthy daily nutrient intake, as well as ensuring hydration. Several local Juice brands have been capitalising on this market, launching new Juice products for children, as well as increasing marketing for this group, resulting in these products trending locally.
- As an illustration, Fair Cape Dairies recently introduced a new product range, designed specifically for children's school lunchboxes. The new lunchbox range comprises of a variety of dairy snacks, yoghurt packs, and fruit Juice drinks, meticulously designed for easy inclusion in lunchboxes. In terms of the Juice, these products have been fortified with essential vitamins A, C, and D, and are offered in four flavours, including tropical, orange, grape, and apple.
- Similarly, Oros recently launched its new 'Oros Juice Box' range. Targeted at children, the new Juices offer a convenient and exciting lunchbox option, and consist of three flavours, including orange, tropical, and watermelon.

- Sir Fruit also recently expanded its product line with a new range of functional cold-pressed Juice shots for children, called 'Power Upz', formulated to provide specific health benefits, such as boosting immunity, energy, and gut health. These shots each contain a variety of different Juices, including apple, pineapple, and blueberry, amongst others.
- In addition to these new products, several Juice brands promoted their Juice boxes on social media throughout the year, through 'Back to School' campaigns. Specifically, Fruitree, Ceres, and Rhodes Quality promoted their Juice boxes with the hashtag '#BackToSchool', emphasising that the products are convenient and ideal for school lunch boxes.
- Therefore, the local market has seen several child-focused Juice products being introduced, as well as promoted, with players attempting to capture the attention of both children and their parents. As a result, these products are trending locally, a trend that is expected to continue as players release new products that target this demographic.



SAMPLE FROM REPORT

SA INDUSTRY INNOVATION AND TECHNOLOGY

Fair Cape Dairies Launches New Lunchbox Range for Kids

- In July 2024, Fair Cape Dairies introduced a new product range, designed specifically for kids' lunchboxes. The new Lunchbox Range includes a variety of dairy snacks, yoghurt packs, and fruit Juice drinks, meticulously designed and manufactured for easy inclusion in school lunchboxes.
- In particular, the fruit Juice drinks are fortified with essential vitamins A, C, and D. The range is offered in four flavours, which include tropical and orange, each containing 15% Juice, as well as grape and apple flavours, with 6% Juice each.
- According to the company, this new range is positioned to simplify the lunch packing process for parents and caregivers, while providing children with a nutritious and enjoyable mealtime experience.



Rhodes Expands into the Fruit Nectar Juice Market

- In June 2024, Rhodes Food Group (RFG) announced the introduction of its new fruit nectar Juice range, positioned as a more budget-friendly Juice option.
- This new fruit nectar Juice range is offered in five different flavours, including apple, guava, tropical, mediterranean, and red grape. Additionally, the products are available in convenient 200ml, 1 litre, and 2 litre pack sizes.
- To differentiate the new fruit nectar Juice range from the brand's 100% fruit Juice offerings, the fruit nectar Juices were designed to be packaged in a brick format, while the 100% fruit Juices will be relaunched in a premium-pack prisma format.



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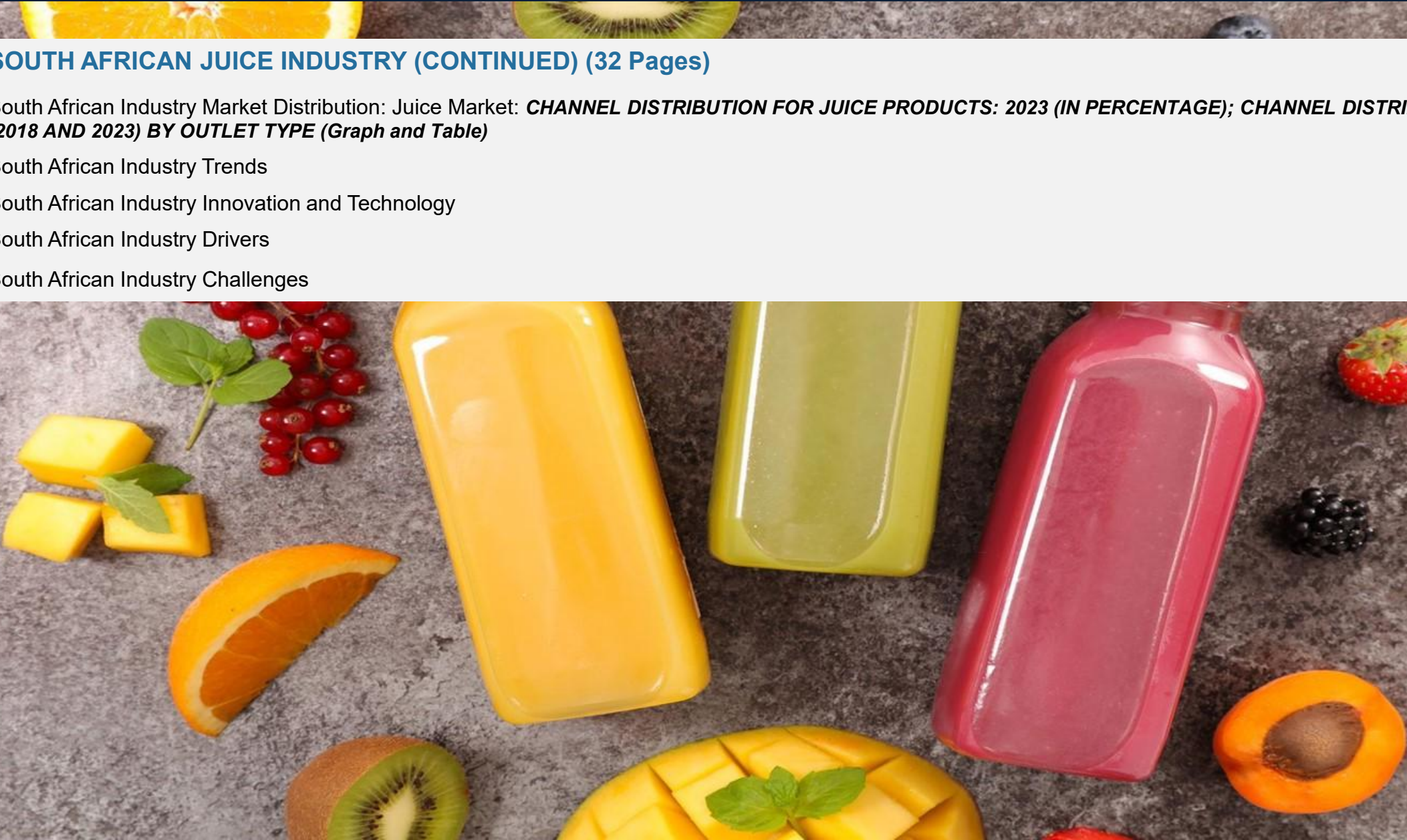
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