

# Juice in China

May 2024

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## Juice in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decline for juice in 2023, although coconut and other plant waters remains strong  
Not from concentrate 100% juice sees high growth from a low base  
Decline in off-trade sales of juice does not impact the leading players

#### PROSPECTS AND OPPORTUNITIES

Negative performance expected for juice over the forecast period  
Brands in juice drinks will respond to decline through cost control and flavour innovation  
Compound fruit and vegetable juices expected to grow due to specific targeted functionality

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