

# Fruit and Vegetable Juices Global market

by Dr. Noor Ahmed Memon.



## Global market to reach 72.29 billion liters by 2017

The global market for fruit and vegetable juices is forecasted to reach 72.29 billion liters by the year 2017, due to rising preference among customers for healthy drinks. Growth in the fruit and vegetable juices market is also expected to stem from the rising demand for organic, super fruit and 100% natural fruit juices.

The global fruit and vegetables market is concentrated, with the 50 top companies accounting for 70% of revenue. The industry includes goods under various forms like canned, frozen, concentrated and dehydrated products. Fruit and vegetables are processed to make juices, jams, chutneys, pickles and jellies. By 2015 exports of fruit and vegetables are expected to generate around \$45 billion, as per reports of Food and Agriculture Organization of the United Nations (FAO).

Over the years, juices have garnered sufficient amount of attention as a healthy drink when compared to soft drinks. Per capita consumption of juices exhibited robust growth over the past few years where as carbonated beverages gained a modest percentage. Additionally aerated soft drinks are also being replaced by juices, which are free from high fruc-

tose corn syrup and contain only natural sugars. The global market place is presently witnessing the influx of juice brands which apart from being economical which are fortified with vitamins and minerals, which are low calories as compared to soft drinks. Apart from natural and healthy ingredients, products are also being tagged as premium or organic, in order to generate higher sales volume.

Europe represents the single largest regional market, as per new research report on Fruits and Vegetable Juices. Asia-Pacific is forecasts to emerge as the region holding significant growth potential at a CAGR of 6.3% over the period 2009-2017.

Fruit Juices constitutes the largest product category, amassing a gigantic share of the global market, strengthened by sustained demand from chilled ready to serve juice segment. The market is also forecasted to race ahead at the overall highest compounded annual growth rate through 2017.

Growing economies, such as China and India, present lucrative opportunities in terms of potential consumers. Producers are aggressively promoting and expanding their operations into these countries. Per capita consumption is expected to increase as juice becomes more popular in China. Present scenario of Chinese beverage industry includes

moderate production levels, imported manufacturing technology due to backward local technology, and scope for foreign entry. In the face of all this, the market for beverages in China is poised for positive growth.

The global fruit and vegetable juices market is highly competitive and fragmented in nature, with scores of medium and large player competing fiercely for a larger share of the pie. Private label manufacturers also hold a large share of the market. Key market participants profiled in the report include Del Monte Foods Company, Dr. Pepper Snapple Group Inc., Minute Maid Company, Odwalla Inc., Nestle SA, Ocean Spray Cranberries, Tropicana Products Inc., Welch Foods Inc., among others.

**Table 1: Export of Fresh Fruits from Pakistan**

Year	Quantity (000 Kg)	Value (US \$ 000)
2006-07	343,424	113,635
2007-08	411,246	145,760
2008-09	465,869	159,833
2009-10	686,644	239,387
2010-11	668,688	292,422
2011-12	723,344	358,255

Source: Trade Development Authority of Pakistan.

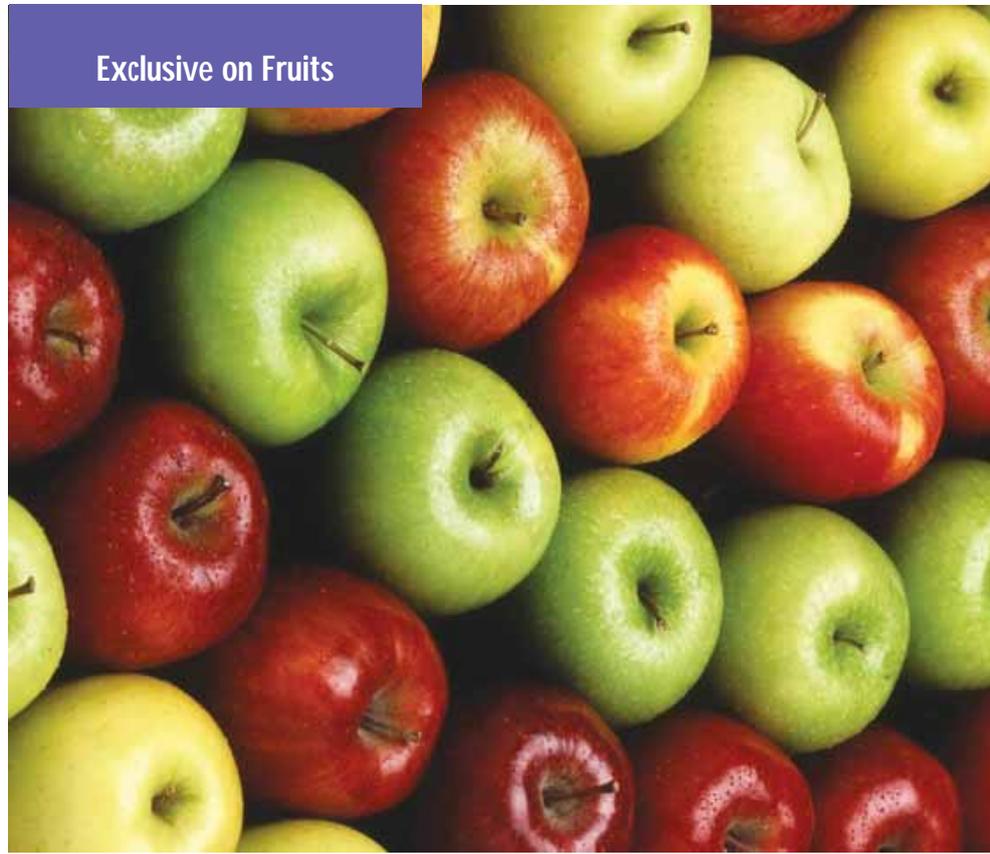
## Exclusive on Fruits

The research report titled "Fruit and Vegetable Juices" forecast that during the years 2009-2017 major consumer countries are US, Canada, Japan, Europe, Asia-Pacific, Latin America, and the Middle East.

### Pakistan Fruit Juice industry

The beverage industry of Pakistan divided into two broad categories such as production of Juices, Squashes and Syrups and the other kind producing aerated beverages. Pakistan is one of the few countries of the world, where a variety of fruits are grown in cool temperate climate such as apples, pears, plums, cherries, and those grown in the warm temperate climate are apricots, figs, grapes, pomegranates, melons and the rest in the tropical and sub-tropical climate like bananas, mangoes, dates, guava and citrus fruits, which are available throughout the year. While the fruits grown in temperate climate are produced in Baluchistan and NWFP, tropical and sub-tropical fruits are mostly grown in Punjab and Sindh.

The various varieties of fruits are grown over an area of about 758 thousand hectares. The annual production of fruits in Pakistan is estimated at around 6.11 million tonnes, of which only 723 tonnes were exported in 2011-12.



Whereas the rest of them were either consumed locally or perished.

#### Export of fresh fruits

Overall export of fresh fruits has witnessed a steady growth. Fresh fruits exports were valued at US\$114 million in 2006-07, which rose to US\$358 million in 2010-12. Export of fresh fruits from Pakistan are given in Table 1.

Pakistan is exporting fruits to Afghanistan, India, Russian Federation, UAE, Germany and UK. The exported

fruits are mango, kinno, apple, dates and oranges. Dubai is the biggest market for Pakistani mango, followed by England and Saudi Arabia. India is the only biggest market for Pakistani dried dates.

#### Fruit juices production

Fruit juices acts as a nutritious beverage and can play a significant part in a healthy diet because they offer a variety of nutrients found naturally in fruits. Being one of the best forms of nature's power foods, they are really valuable in

Table 2: Exports of Juices From Pakistan

Quantity: 000 Kg  
Value: Rs. 000

Juices	2011-12		2010-11		2009-10	
	Quantity	Value	Quantity	Value	Quantity	Value
Orange Juice Frozen	5,343	837,072	5329	549,968	5247	458,765
Orange Juice not Frozen	137	11,184	702	86,032	98	7,877
Other Orange Juice	3,948	198,578	2986	229,308	1697	108,151
Grape Fruit Juice	894	87,006	74	6,303	273	21,860
Citrus Fruits	--	--	15	1,228	25	2,662
Other Citrus Fruits	42	4,999	160	15,690	100	8,039
Pineapple Juice	541	51,281	284	25,434	61	4,402
Tomato Juice	2	192	13	1,547	--	--
Grape Juice	151	13,466	124	9,575	15	1,028
Apple Juice	1,687	196,460	1,113	61,607	218	15,497
Juice of Single Fruits / Vegetable	30,764	1,673,069	21,231	1,351,952	13,765	779,676
Mixture of Juices	6,946	576,176	5,191	393,722	2,583	185,425
<b>Total</b>	<b>50,455</b>	<b>3,649,483</b>	<b>37,222</b>	<b>2,709,651</b>	<b>24,082</b>	<b>1,593,382</b>

Source: Federal Bureau of Statistics, Government of Pakistan.

## Exclusive on Fruits

the search for health. Scientific studies have also claimed that the antioxidants found in most fruits and vegetable juices can help lower a person's risks of developing Alzheimer's disease. Antioxidants are naturally occurring substances found in most plants and have the potential to help combat heart diseases and fight cancer.



At present 38 units producing fruit juices, syrups and squashes are working in the country. Nestlé Pakistan Ltd, Mitchells Fruits and Benz Industries are the major fruit juices, syrups and squashes units of the country.

Most of the existing fruit juice units are being operated in Lahore, Bahawalpur, Karachi, Hyderabad, Hattar (NWFP), Loralai, and Sargodha. Around 92% of the total fruit juice market is accounted for 250 ml Tetrapack.

The rising cost of raw material and packing materials etc. have resulted in the price increase of fruit juice products in the local market.

Export of fruit juices: Pakistan exports considerable quantities of fruit juices, mainly to Afghanistan, India and Middle East countries. Export of juices of orange, pineapple and other fruits increased from 24.41 tonnes worth Rs 15.58 billion in 2009-10 to 50.45 million tonnes worth Rs. 3.65 billion in 2011-12 as given in Table-2.

Pakistan is exporting frozen orange juice to Cyprus, The Netherlands, India, Thailand, Sri Lanka, Bangladesh, Italy and UAE. Country-wise export of frozen Orange juice from Pakistan is given Table-3.

With price competition in the international market, Pakistani exporters find it hard to compete due to constant rise prices of sugar and packaging material. Despite the above handicaps some major units have managed to export their products in foreign market at competitive prices. ♦

**Table 3: Country-wise Export of Orange Juice (Frozen)**

Quantity: 000 Kg  
Value: Rs. 000

Country	2011-12		2010-11	
	Quantity	Value	Quantity	Value
India	1754	249,043	2,003	190,548
Bangladesh	172	26,434	171	16,718
Sri Lanka	350	58,348	262	28,187
Thailand	139	24,313	445	44,845
U.A.E	436	75,434	102	18,458
Cyprus	294	36,312	621	67,251
Iran	500	101,346	481	44,179
Italy	229	27,627	--	--
Nether Lands	999	165,755	960	110,308
Greece	94	17,400	--	--
Afghanistan	49	5,628	--	--
Indonesia	59	6,827	--	--
All other Countries	268	42,605	284	29,474
<b>Total</b>	<b>5,343</b>	<b>837,072</b>	<b>5,329</b>	<b>549,968</b>

Source: Federal Bureau of Statistics, Government of Pakistan.

**Table 4: Production of Fruits (major items)**

(000 Tonnes)

Fruits	2007-08	2008-09	2009-2010	2010-2011
Citrus Fruits	2,294	2,132	2,150	2,151
Mango	1,754	1,728	1,846	1,845
Banana	158	157	155	155
Apple	442	441	366	367
Guava	539	512	509	510
Apricot	240	238	194	194
Peach	82	84	54	54
Pears	24	24	20	20
Plums	73	67	57	57
Grapes	75	76	65	66
Pomegranate	57	61	62	62
Dates	557	566	631	632
<b>Total</b>	<b>6,295</b>	<b>6,086</b>	<b>6,109</b>	<b>6,113</b>

Source: Federal Bureau of Statistics, Government of Pakistan.