



Demand for the Indian Fruit Drink-Market Scenario

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ABSTRACT

The competitive landscape of the juice market within the dynamic food and beverage industry is fueled by consumer preference for healthier options and heightened awareness. Growth in this sector is propelled by advancements in processing and packaging technologies. The increasing focus on well-being has significantly elevated the demand for healthier drink alternatives, mainly organic and nutritious fruit juices rich in essential vitamins and minerals.

Keywords: Fruit drink, Nutrition, Market Overview, Key players, Export growth rate

1. INTRODUCTION

The competitive juice market, a dynamic food and beverage industry sector, thrives on heightened consumer awareness and a preference for healthier options. Advances in processing and packaging technologies drive its growth. Natural, additive-free fruit juices, deemed "new age beverages," dominate with a growing demand for organic ingredients. Globally, innovative products are launched to boost sales through ongoing advancements. The emphasis on well-being has increased demand for healthier drink options, mainly organic and nutritious fruit juices known for essential vitamins and minerals. They offer a convenient and wholesome refreshment choice for individuals with busy schedules.

1.1 OVERVIEW OF THE GLOBAL MARKET FOR ORGANIC FRUIT DRINKS

In 2022, the market for organic drinks was estimated to be worth USD 16.9 billion. The market for organic drinks is expected to expand at a compound annual growth rate (CAGR) of 13.00% between 2023 and 2032, from USD 19.07 billion in 2023 to USD 50.76 billion by 2032.

The biggest markets worldwide for organic food and beverages are in Europe and North America, making up more than half of the total global revenues.

Asia's organic food and beverage sector is gaining significance, with China and India becoming major contributors to global organic ingredients and Taiwan and Singapore emerging as significant consumers.

In 2021, Fruit Juice ranked as the 264th most traded product globally out of 1,217. Brazil emerged as the leading exporter with \$2.08 billion, followed by the

Netherlands at \$1.54 billion, Spain at \$980 million, Germany at \$904 million, and Poland at \$784 million. (Market Research Future 2023)

1.2 DRIVING FORCES OF GROWTH IN THE INDIAN FRUIT JUICE MARKET

Rapid urbanisation and growing health consciousness fuel the expansion of the Indian fruit juice market, driven by consumer preferences for convenient and health-focused refreshments. Urban customers, facing hectic schedules, often seek ready-to-drink choices, and fruit juices are a practical alternative for those looking for a fast and wholesome refreshment option. With an increasing awareness of the benefits of natural and nutrient-rich beverages, the demand for innovative fruit juice options is rising, creating opportunities for market players to introduce diverse and wellness-oriented products.

(Knowledge Sourcing 2023)

1.3 CHALLENGES HINDERING PROGRESS IN THE INDIAN FRUIT JUICE MARKET

Despite growth and advancements, the Indian fruit juice market faces obstacles that could impede its expansion. An issue of concern is the prevalence of counterfeit and adulterated products, a challenge affecting various fruit juices. Counterfeit variants might feature reduced fruit content, synthetic flavors, or additional sugars, creating a deceptive image of product quality and authenticity for consumers. The existence of such fraudulent products has the potential to erode consumer trust and adversely influence the market for authentic fruit juices.

(Knowledge Sourcing 2023)

1.4 KEY PLAYERS IN THE INDIAN FRUIT JUICE MARKET

Popular juice brands in India include Tropicana, Dabur's Real Fruit Juice, B Natural, Paper Boat, Safal, Patanjali Fruit Juices, 24 Mantra, Vinut, Minute Maid, and Del Monte.

These brands offer a variety of fruit juice flavors in the Indian market, including Mosambi, Pomegranate, Guava, Mango, Litchi, Orange, Mixed Fruit, Apple, Peach, Pineapple, Grape, Watermelon, Jal Jeera, NimbuPani, Sugarcane Juice, Strawberry, Lemon, Banana, Mandarin Oranges, Pears, and Cherries.

Major purchasers of Indian fruit juices include Brazil, the Netherlands, Spain, Poland, the United States, Bhutan, Australia, Vietnam, China, Germany, Italy, France, the United Kingdom, Canada, the UAE, and Malaysia. (Couponmoto 2023)

2. FRUIT PRODUCTION IN INDIA

The varied climate in India supports the cultivation of various fruits, making it an ideal market for fruit juices. For example, based on the 2021 FAO report, India holds the top position in banana (26.45%), mangoes (43.80%), and papayas (39.30%) production, playing a substantial role in the growing fruit juice market. According to reports from APEDA, India is the second-largest global producer of fruits and vegetables. The National Horticulture Database states that in the 2021-22 period, India yielded 107.24 million metric tonnes of fruits. (Knowledge Sourcing 2023)

2.1 NUTRITIONAL BENEFITS OF FRESH FRUIT JUICES

Fruit juices capture the essence of their source fruits with their colour, aroma, and flavour. These beverages, primarily composed of water, play a crucial role in keeping the body hydrated. Rich in essential nutrients, particularly vitamin C, fruit and vegetable juices offer benefits such as preventing arteriosclerosis, anti-ageing effects, and enhancing overall immunity. Regular consumption can contribute to disease prevention, including reducing the risk of conditions like cancer and heart issues by combating oxidative stress. Additionally, these juices are associated with lower risks of civilisation diseases such as hypertension, stroke, ischemic heart diseases, and certain cancers. Vital nutrients like vitamin C, β -carotene, and flavonoids further support cardiovascular health by reducing LDL-cholesterol oxidation and platelet aggregation.

(Technological Progress in Food Processing 2021)

2.2 THE STRATEGIC SIGNIFICANCE OF PACKAGING IN BEVERAGE MARKETING

Packaging is vital in the soft drinks and fruit juices sector and is essential in preserving, safeguarding, and promoting products. The dynamic beverage industry offers various items, including soft drinks, nutritious juices, fragrant teas, and energising coffees. Fruit-based drinks are categorised by their packaging into tetra

packs, metal cans, plastic containers, and disposable cups. The beverage sector swiftly embraces inventive and eco-friendly packaging solutions, driven by a robust dedication to environmental stewardship. This proactive transition towards novel packaging methods represents a noteworthy trend in the industry. (International journal of food science and technology 2016)

3. REVIEW OF LITERATURE

Anushree Priyadarshini and Akanksha Priyadarshini (2018) The competitive and innovative juices market, driven by consumer preference for healthier options, expands through advanced processing and packaging technologies. "New age beverages", like fruit juices, emphasise natural and organic ingredients and dominate. Diverse factors, including economic, psychological, cultural, and lifestyle considerations, influence food choices. The juice sector's growth is sustained by evolving lifestyles and a preference for healthy foods. Asia, led by India, Indonesia, and Malaysia, anticipates high Compound Annual Growth Rates (CAGRs) in the global juice market.

Concepcion S Sanchez-Moreno, Sonia De Pascual-Teresa, Begona De Ancos, and M. Pilar Cano (2006) Fruits, rich in macronutrients and micronutrients, particularly phytochemicals for antioxidants, contribute vital elements to a healthy diet. Processing can enhance nutrient absorption without diminishing value. Cherries, with 7.0 mg of Vitamin C and other nutrients, grapes with 10.8 mg of Vitamin C, and plums, with 9.5 mg of Vitamin C, diversify flavours while providing essential vitamins for overall health. Prioritising fruits ensures optimal nutritional intake.

Joanna FRĄCKIEWICZ (2021) Fruit juices, whether fresh or chilled, maintain the characteristics of their source fruits and are primarily water. Rich in nutrients like vitamins and antioxidants, they help prevent diseases by reducing oxidative stress. Regularly consuming these juices can reduce the risk of diseases like hypertension and cancers, benefiting the cardiovascular system. The Polish juice market grew consistently from 2010 to 2017, reaching 665 million litres, with mixed juices dominating at 42%. Grapefruit juice, with 40 kcal and various vitamins, contributes to a balanced nutritional profile.

Alessandro Attanzio, Guadalupe Garcia-Llatas, and Antonio Cilla (2022) Fruit juices, recognised as natural

functional foods, offer more than intrinsic nutrition, providing compounds like ascorbic acid, α -tocopherol, carotenoids, and polyphenols. Alongside traditional methods such as blending and fermentation, advanced techniques like microencapsulation and nonthermal processing aim to preserve bioactive compounds, ensuring their bioavailability while maintaining sensory attributes. The article seeks to deepen understanding of the impact of technological and preservation methods on bioactive compounds, including sensory aspects and microbiological spoilage in fruit juices.

G.A. Giles (2016) Processing significantly impacts the choice of packaging material and format for liquid beverages, requiring innovation to attract consumers. Environmental considerations prioritise returnable/refillable options for closed-loop supply chains, ensuring reuse. The article explores various packaging materials such as bottles, closures, cans, cartons, flexible pouches, secondary packaging, and decoration. Additionally, it delves into how processing methods like cold-filling, in-pack pasteurising, hot-filling, and aseptic filling influence packaging material and format selection.

4. PROJECTED EXPORT GROWTH PERCENTAGE OF FRUIT JUICE-BASED DRINKS

The export values and volume of fruit juice-based drinks for 2012-2013 to 2022-2023 in Tables 1.1 and 1.2 show a notable variation. The table contains information on the quantity (in Liters), Growth percentage (%), and the corresponding value (in Indian Rupees) of the exports for each fiscal year. A general upward trajectory in both the quantity and value of exports indicates a positive growth trend over the specified period. The fluctuation in the percentage share of quantity and value from year to year suggests changing market dynamics. Particularly significant are the remarkable increases in quantity and value observed in 2016-2017 and 2017-2018. The pinnacle of this growth is evident in 2021-2022, where both quantity and value experienced a substantial surge, constituting a substantial proportion of the overall totals.

Table 1.1 Comprehensive Analysis of Export Trends and Volumes of Fruit Juice-Based Drinks (2012-2023):

YEAR	QTY(LTR)	%
2012-2013	1816.19	1.38
2013-2014	1904.87	1.45
2014-2015	2104.43	1.60

2015-2016	1894.38	1.44
2016-2017	4699.27	3.57
2017-2018	4,190.49	3.19
2018-2019	3,089.66	2.35
2019-2020	4,199.96	3.19
2020-2021	4,982.04	3.79
2021-2022	94,367.77	71.73
2022-2023	8,316.56	6.32
	131565.62	100

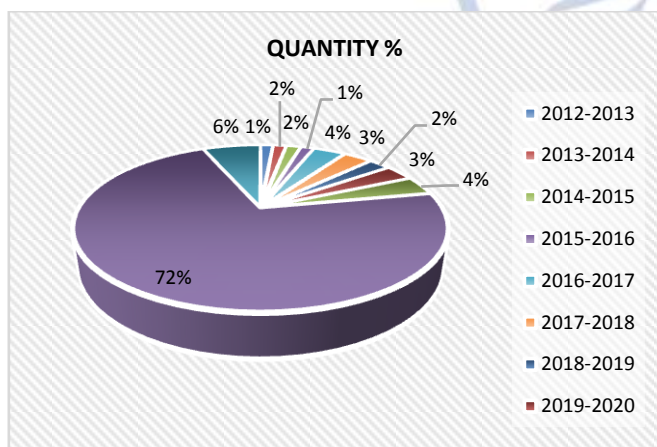


Table 1.2 Comprehensive Analysis of Export Values for Fruit Juice-Based Drinks for (2012-2023):

YEAR	VALUE(RS)	%
2012-2013	1073.53	3.27
2013-2014	1296.12	3.95
2014-2015	1496.05	4.56
2015-2016	1236.78	3.77
2016-2017	3189.62	9.73
2017-2018	3110.48	9.49
2018-2019	3129.08	9.54
2019-2020	3740.6	11.41
2020-2021	4172.24	12.72
2021-2022	4655.28	14.20
2022-2023	5693.89	17.36
	32793.67	100

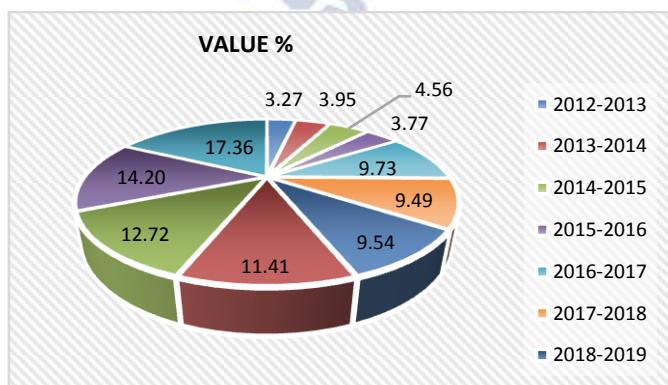
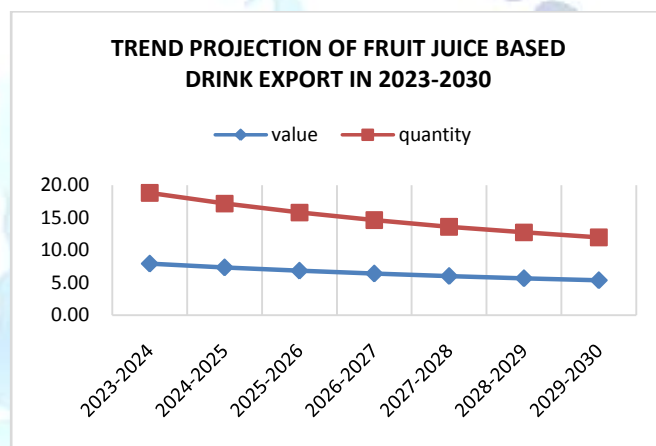


Table 1.3 presents the trend projection for the export of fruit juice-based drinks from 2023 to 2030. The values for both quantity and value are outlined for each year within this period. The data shows a decreasing trend in quantity and value over the specified years, with the lowest values projected for 2029-2030, where the quantity is estimated at 5.37 and the value at 6.59.

Table 1.3 TREND PROJECTION OF FRUIT JUICE-BASED DRINK EXPORT IN 2023-2030

YEAR	VALUE	QUANTITY
2023-2024	7.92	10.90
2024-2025	7.34	9.83
2025-2026	6.84	8.95
2026-2027	6.40	8.21
2027-2028	6.02	7.59
2028-2029	5.67	7.05
2029-2030	5.37	6.59



The trend projection of fruit juice-based drink exports from 2023 to 2030, as illustrated in Table 1.3, suggests a consistent decline in value and quantity over the specified period. The decreasing values in both parameters indicate a potential challenge or a shift in the market dynamics. The decreasing trend may be attributed to various factors, such as changes in consumer preferences, market saturation, or external economic influences. It is crucial for stakeholders in the fruit juice-based drink industry to closely monitor and analyse these trends to make informed decisions and adapt their strategies accordingly. Additionally, exploring the reasons behind this decline could provide valuable insights for implementing corrective measures and fostering growth in the export of fruit juice-based drinks.

(Ministry of Commerce and Industry, 2023)

5. CONCLUSION

To summarise, more people are choosing healthier drinks, and fruit juices, seen as organic and packed with essential vitamins, are popular. Notably, fruit juices aren't just local anymore – they're gaining popularity internationally through increased exports. This global market expansion introduces consumers to various unique and exotic fruit combinations worldwide. As indicated by the significant increase in both quantity and value of exports, particularly in the years 2016-2017 and 2017-2018, the market is witnessing positive trends. Looking forward, the projected growth percentages for both quantity and value of fruit juice-based drinks offer insights into anticipated changes and evolving dynamics in the market from 2023 to 2030. Despite a gradual decline in growth percentages, the industry remains poised for continued expansion, driven by consumer preferences and ongoing innovations. Overall, the trend toward healthier options and the global reach of fruit juices highlight their widespread appeal and adaptability.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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