



EUROPEAN FRUIT JUICE ASSOCIATION

European Fruit Juice and Nectars 2012 Market Report: A 'helicopter view' of our industry

The AIJN 2012 Liquid Fruit Market Report, a bi-annual publication, has just been published, providing you with the latest data on the fruit juices and nectars market in the EU 27 countries plus Norway, Switzerland and Turkey. This 'helicopter view' of our industry was prepared by Canadean, recognised independent beverage information specialist, and is the second "Liquid Fruit" report since AIJN's first edition in 2010.

This second report reveals that, with Europe still in the clutch of deep economic uncertainty, the EU fruit juice and nectars market is expected to decrease in volume with a marginal 1.9% in 2012. For 2011, the market value was estimated to have increased by some 4%, while consumption declined with 2.2% to 10.7 billion litres (11.8 billion litres when Norway, Switzerland and Turkey are included).

Western Europe still represents the largest regional market for fruit juice and nectars in the world, ranking only just behind North America with regards to per capita consumption. In Europe, Germany leads the juice and nectars market with a 26% share of consumption, followed by France, the UK, Spain and Italy.

Orange continues to be the most popular juice and nectar flavour, accounting for close to 40% of total consumption. Carton packaging dominates with a volume share of some 65%. In a special chapter of the report the specific efforts of the beverage carton industry with regards to climate protection are highlighted.

The AIJN 2012 report equally highlights some of the raw material import flows on which the EU fruit juice industry relies. The juice import flows map paints a picture of a diverse international trade, with the EU sourcing a substantial part of its ingredients from all points of the compass, be it orange, grapefruit, pineapple, cranberry or guava. The map also highlights how the EU is simultaneously emerging as a dominating hub for a truly global business.

Andrew Biles, AIJN President, made the following comments on the occasion of the report's publication: *"Our industry continues to assist the consumer in making an informed choice to include fruit juice as part of a healthy, well balanced diet, but it also strives to keep our product cost and price competitive, while offering consumers innovative and exciting blends."*

For further information, please contact **Jan Hermans** or **Milica Jevtic** at AIJN