

Juice Sales Down In Russia

Industry experts have cited the 2014 results of a report by Euromonitor International and said that juice sales in Russia are down. Over the past year, beverage sales dropped 3.6 percent to 2.59 billion liters. If we consider the share of five large juice producers, their volume of production slumped 5.9 percent.

According to Russia's Federal State Statistics Service (Rosstat), production in 2014 remained the same, 2.6 million standard cans. Nielsen analyst believe that natural juice sales decreased by 5 percent. The monetary value for this period remained the same as the year before.

An expert at the food group Nielsen Russia, Julia Maruev, said that juices are not essential products for Russian consumer, so they are able to go without juice. In STM, juices maintain their own category at 6 percent of the total volume of products in terms of monetary value. A large number of people in the last few years started associating juice with unhealthy products.

In December of last year, the major juice producer Sady Pridonia halted shipments of goods at old prices. The reason for his was the sharp drop of the Russian ruble.

Source : <http://www.fruitnews.info/news/item/1089-juice-sales-down-in-russia.html>(10/06/15)