

## Juice Production In Russia Decreased By 12% In 2015 To 2 479 Million Liters

**In 2015, market player of Russia's juice industry produced 2, 479 million liters, which is 12% less than in the previous year, according to the Russian Union of Juice Producers.**

Shares of major juice market players in 2015 divided as follows: joint-stock company Multon - 29.7%, private limited company Lebedyansky - 18.9%, and OAO WBD Beverages - 16.1% (both part of the PepsiCo group of companies in Russia ), OAO Sady Pridonia - 10.7%, OAO PROGRESS - 5%, private limited company Sunfruit-Trade - 3.5%, private limited company SOUTH JUICE COMPANY ( Interagrosystems ) - 3 3%.

Juice industry, like many other branches of the food industry, felt the impact of the changes in the economic situation in 2015. The growth of the domestic juice market in 2012 was replaced by a decrease in production volumes and consumption of juice products in Russia to below 3 billion liters per year.

"Despite the drop in purchasing power and a redistribution of priorities in the consumer basket, the majority of consumers did not abandon purchases of juice products but reduced the frequency of purchases. According to the analytical agency Canadean segment 100 percent of the juices in 2015 made up about 23 percent of the total volume of juice products, of which nectars took a share of 53 percent, the rest of juice products were juice drinks and fruit drinks," Natalia Ivanova, president of the Russian Union of Juice Producers, said. "We, in spite of the level of juice products consumption of 17 liters (about 50 ml per day) per capita in 2015, are far from fulfilling the recommendations of the World Health Organization (WHO) on (their recommendation) consuming at least one glass of juice a day to get what the body needs of food and biologically active substances. "

The Union of Juice Producers, uniting producers of juice products, accounted for over 80% of all juice products manufactured in Russia in 2015.

Source : <http://www.fruitnews.info/news/item/1466-juice-production-in-russia-decreased-by-12-in-2015-to-2-479-million-liters.html>