



World orange juice consumption drops again

Markestrat researchers analyzed 40 countries that represent almost 100 percent of the world's 2017 processed juice market.

The information was first compiled in 2003. At that time, in frozen concentrated orange juice (FCOJ) equivalent, world consumption was 2,390,000 tons. In 2017, it was 1,882,000 tons, a drop of 21 percent in almost 15 years. Consumption shrunk in all relevant and mature markets.

From 2003 to 2017, consumption saw the largest decline (43 percent) in the United States, going from 1 million tons to 570,000 tons, and in Germany, where it slipped from 250,000 to 142,000 tons. In France, the numbers dipped from 152,000 to 134,000 tons (12 percent less). In the United Kingdom, consumption dropped from 143,000 to 111,000 tons (22 percent less). Canada's figures declined from 116,000 to 105,000 tons (10 percent lower).

Some countries saw growth in orange juice consumption. The most important were China (from 46,000 to 130,000 tons) and Brazil (from 42,000 to 70,000 tons).

From 2016 to 2017, worldwide orange juice consumption fell nearly 4 percent, going from 1,956,000 to 1,882,000 tons. U.S. consumption fell 9 percent; Germany, 4.4 percent; and France, 1.4 percent. There was growth in some markets, including China, Brazil, United Kingdom, Canada, Japan, Mexico and Saudi Arabia.

Lien article : <http://www.freshplaza.com/article/9029198/world-orange-juice-consumption-drops-again/>