

# Soft Drinks and Fruit Juices Business

## Description:

### **Soft Drinks and Fruit Juices Business. Profitable Business Ideas in Non-Alcoholic Beverages Manufacturing Industry**

Fruit Juice business in India is a fast-growing business, because packaged juice is easily available everywhere, and uses the property to be used. Fresh fruit juice business is a great opportunity for entrepreneurs trying to start a new business. Changing lifestyle and demand for hygienic and clean fruit juices is creating a growing demand for fresh fruit juices in India. The fresh fruit juice industry in India is largely unorganized and an untapped industry.

Within the beverages market, the packaged fruit juice is one of the fastest growing products. It has grown at a CAGR of over 30% over the past decade. At present, the Indian packaged juices market is valued at Rs. 1100 crore and is projected to grow at a CAGR of 15% over the next three years. The rising number of health-conscious urban consumers is giving a boost to fruit juices. Juices are healthy only when prepared hygienically. So the hygiene conscious people are only buying packaged fruit juices for the companies that have trusted brand value in the market.

Growing affordability and rising disposable income are also responsible for the growing demand of fruit juices in the Indian market. Last but not least, the boom in retail merchandising and e-Commerce plays as major growth drivers in fruit juice market in India. Thus, we can conclude, small, medium or large scale fruit juice production is a profitable investment opportunity for the new entrepreneurs.

The market is estimated to grow at the rate of 25%-30%, owing to factors like urbanization, increasing disposable income and entry of organized players into the market.

**For more details download PDF file.**

**Keywords:** #Fruit\_Juice\_Processing, #Fruit\_Juice\_Production, #Business\_Idea\_in\_Beverages\_Industry, #Fruit\_Juice\_Production\_and\_Packaging, #Small\_and\_Medium\_Scale\_Fruit\_Juice\_Processing, #Beverages\_&\_Fruit\_Juice\_Processing\_Plant, Fruit Juice Production Process Pdf, Fruit Juice Processing Flow Chart, Fruit Juice Processing Flow Chart Pdf, Manufacturing Process of Fruit Juice Concentrates, Fruit Juice Production Business Plan, Fruit Juice Factory, How to Manufacture Fruit Juice, How to Manufacture Fruit Juice

**Created At:** 23 Nov, 2018