

A refreshing option

As a refreshing drink, juices certainly win hands down. A segment that is growing at incredibly high rates, the juice market is seeing an explosion of sorts with the entry of new brands, variants and innovations

Market Potential

The juice market in terms of volume has a market size of 660 million unit cases, of which packaged juice accounts for 90 million unit cases. The juices market in India is dominated by Dabur's Real juices and PepsiCo's Tropicana has a 35% market share. Real is the market leader in the packaged fruit juices category with over 50% market share and a turn-

over of more than Rs 400 crore. Reason enough for new players wanting to bite into some market share. Kissan recently launched Kissan Fruit Juice & Soya in three variants - Apple, Mango and Orange, a blend of fruit juice and Soya. Coca-Cola, also recently launched its globally successful Minute Maid 100 per cent juice in three variants, orange, apple and grape and has created a separate

division for fruit juices and plans to focus on this high-growth segment. Dabur too plans to woo its consumers with new variants like the Real Activ Fiber+.

Consumer Speak

Fruit juices are no longer just for the fit and healthy. The consumer base has expanded to include all who are primarily looking for healthy refreshments. Single flavored fruit juices continue to be popular. "Orange juice, apple Juice and coconut water remain by far the most highly consumed juices on the market and are there because of their valuable nutrients and hydration abilities. Some of the other popular juices are sweet lime, litchi, grape, watermelon, guava, pomegranate and mango," says Saumitra Saxena, assistant F&B manager, Sheraton Udaipur Palace Resort and Spa.

Orange, apple, pineapple and cranberry are among the most sought after juices. "Orange Juices are most popular and most demanded by our customers. Orange juice is known to contain a high percentage of Vitamin C, which is helpful in boosting the immune system. It contains folate, which plays a major role in the reproduction of new cells and can help with the healing process," explains Vikram Sharma, general manager, Vits - Luxury Business Hotel, Pune.

According to Sanjay Verghese- Director Materials, The Imperial New Delhi, "Our constant endeavour at The Imperial is to provide the 'wow' factor to our discerning guests and our Director F&B and executive chef are constantly innovating in this area. In the market there is an influx of carbonated fruit juices which will take time to find acceptance. The question also is to understand how the companies are packaging the juices whether the packaged material conforms to the definition of pure juices/drinks/beverages. As techni-

cally all three categories are different but for a common man it's all the same." Foreigners prefer to have mango or watermelon juices and the trend is to make and serve juices in front of guests, so that they get to see what is being made. "For some people it is easier to drink the juice of 3-5 oranges than eating them. Also, what people want is a mix of vegetables and fruit juices, which is also recommended by nutritionists and health consultants. As per my observation, people take a greater variety of fruit or vegetable juices for breakfast than any other time," observes Chef Francis, Executive Chef, The Lalit New Delhi.

Canned or Fresh

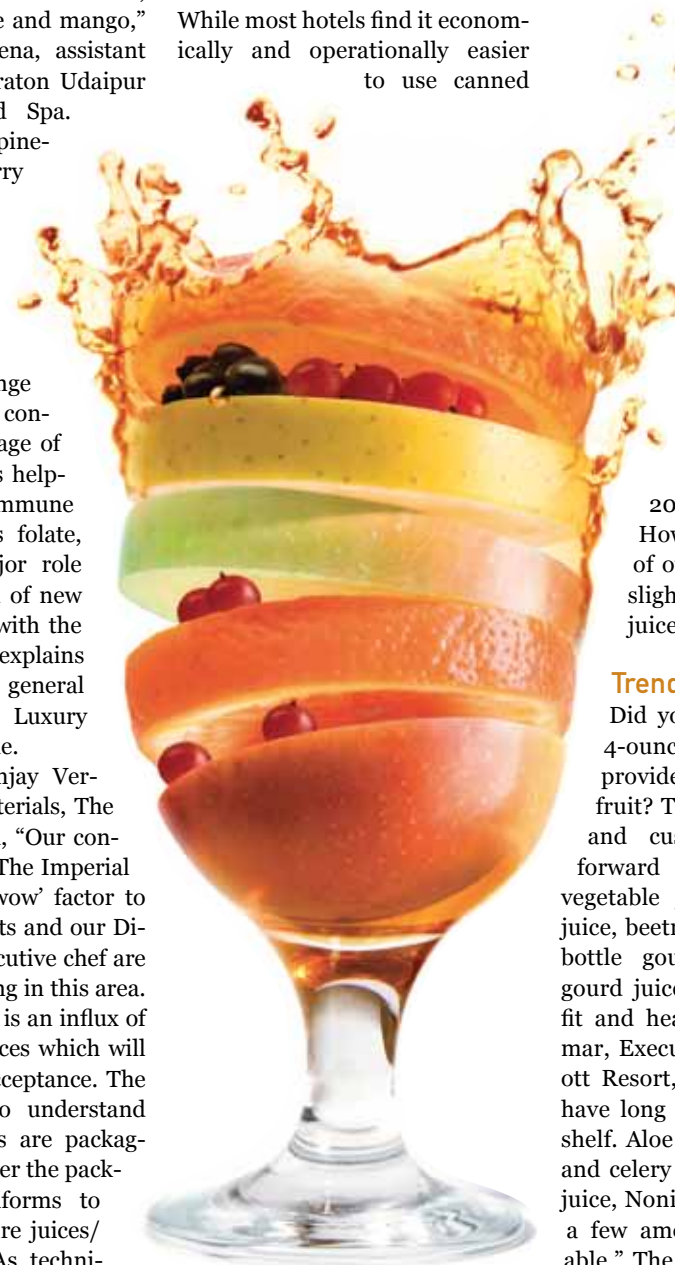
While most hotels find it economically and operationally easier to use canned

juices, they can never score over freshly squeezed juice. The preservatives used in canned juices pale in comparison to the natural nutrient supplement available from fresh juices. Moreover the association of fresh equals to healthy is a fact known to all consumers. Canned juices promising 100% juice are flooding the market. Variants like sugar free drinks are ensuring this is amongst the fastest growing segments in the juice market. Fresh juices are always preferred on the health angle, because they are without preservatives, colour, extra sugar content and added flavor which may cause side effects after consumption. Contrary to

popular belief, juice does not lose a high quantity of its nutritional value when it is packaged in a can. Dilawar Nindra - Resident Manager, The Zuri, Bangalore, says, "The heating process during canning destroys from one-third to one-half of vitamins A and C, canned juices lose an additional 5% to 20% of these vitamins. However, the amounts of other vitamins are only slightly lower in canned juice than in fresh."

Trends

Did you know that just one 4-ounce glass of 100% juice provides a full serving of fruit? There is a trend change and customers are looking forward for freshly squeezed vegetable juices like cucumber juice, beetroot juice, carrot juice, bottle gourd juice and bitter gourd juices to keep themselves fit and healthy. Adds Sunil Kumar, Executive Chef, Goa Marriott Resort, "Exotic health juices have long been available off the shelf. Aloe vera shots, Cucumber and celery boosters, bitter gourd juice, Noni and aloe vera mix are a few among the hordes available." The focus at present is to



Chef Francis, Executive Chef, The Lalit New Delhi



Sanjay Verghese, Director Materials, The Imperial New Delhi



Manendra Sharma, Regional General Manager, Citrus Hotels



Sunil Kumar, Executive Chef, Goa Marriott Resort



Dilawar Nindra, Resident Manager, The Zuri, Bangalore

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create organic health drinks from the ancient Indian recipes, based on the seasons and availability along with the existing fresh fruit juices. “Also there is an increase in blending chunks of the

fruit with the fresh juice. People are more open to experimenting with different fresh juice combinations like orange and carrot, apple and beetroot, green tea and apple and are investing in special equipment to extract wheat grass juice,” says Arzooman Irani, Executive Chef, Taj Vivanta. “Eye Openers” are part of the new Le Méridien Signature Breakfast experience created by Jean-Georges exclusively for Le Méridien. Adds KP John, F&B manager, Le Méridien Kochi, “Eye Openers are shots of

elixirs with unconventional combinations of fruits such as oranges, carrots and raspberries mixed with herbs and spices such as chillies, cloves and pepper.” The trend is towards exotic juices like kiwi, passion fruit and now sea buckthorn are also gaining steady popularity. “Organic products are key reasons for the phenomenal growth we have seen in this market. Consumers are now demanding more top quality, premium products and produce with added vitamins, minerals, and functional ingredients such as soy or omega-3,” says Manendra Sharma, Regional General Manager, Citrus Hotels. There is no beating the natural variety of juices, but the seasonality of most fruits

Brands

- Real Juices
- Tropicana
- Onjus
- Naturals
- Ocean Spray
- Ceres, B
- Parle
- Safal
- Granini
- Kissan
- XS (Godrej)
- Del Monte
- Wow
- Fruting
- Fresh
- Sagiko
- Tianjin
- Dismex

makes this difficult which is why it makes it easier to resort to canned juices. “Especially for bar operations it is essential that the taste is consistent for cocktails with fruit juices hence the canned option is always a safer bet,” says Mahesh Pillai, F&B Manager, Sheraton Udaipur Palace Resort and Spa. Amit Gupta, Executive Chef, Crowne Plaza Bengaluru, says “Nectars are also making their way into Indian juice markets.”

By Bindu Gopal Rao



Datamonitor report highlights

- Volume sales: 15% CAGR over the 2004-09 period
- Expected growth rate: 7.8% over 2009-14
- Fruit drinks (those containing 0-29 per cent juice), have an 80% share
- 100% juice segment set to attain the highest CAGR of 12.5% over 2009-14