

# Market Trends in Apple Juice NFC Products

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- ▶ Production and Sales of NFC Juices, Purees and Concentrates:
  - Apple
  - Pear
  - Black/Red Currants
  - Rhubarb
  - Sourcherries
  - others...
- ▶ Organic and Conventional
- ▶ 3 Factories selling a volume of >100.000 litres
- ▶ Toppas, Serbia: Growing and Marketing of Organic-IQF-Fruits

# Market Trends

- ▶ In D fruit juice containing drinks increased in sales in 2015 by 2,5% (GfK, 2016)
- ▶ In contrary main flavours like apple and orange are still loosing significance, this is due for West European Countries and refers to juices made from concentrates
- ▶ However, NFC Juices gain importance – especially Apple Juice NFC; Focus on value added Products
- ▶ In D Share of 100% juices within the segment of fruit juice containing drinks is at ~59% (GfK, 2016)

# Consumer Expectations for Apple Juice NFC

- ▶ Natural Product → Naturalness → Freshness
- ▶ Perfectly balanced juice → healthy Image
- ▶ Preference of natural cloudy Apple Juice NFC → natural fine Apple Flavour
- ▶ Local Growing → fair trade Terms
- ▶ Enhancing Authenticity, Quality and Environmental Development

➡ Credibility is crucial

# Naturalness und local Geographies as Marketing Strategy

## „Von Hier“-Project:

Organic - and conventional Products from Brandenburg and Berlin



Quelle:

<http://www.vonhier.com/>

# Cawston Press

## PICKED & PRESSED



At harvest time we only pick the finest fruit brimming with flavour.



We only ever use pressed, not concentrated juice.

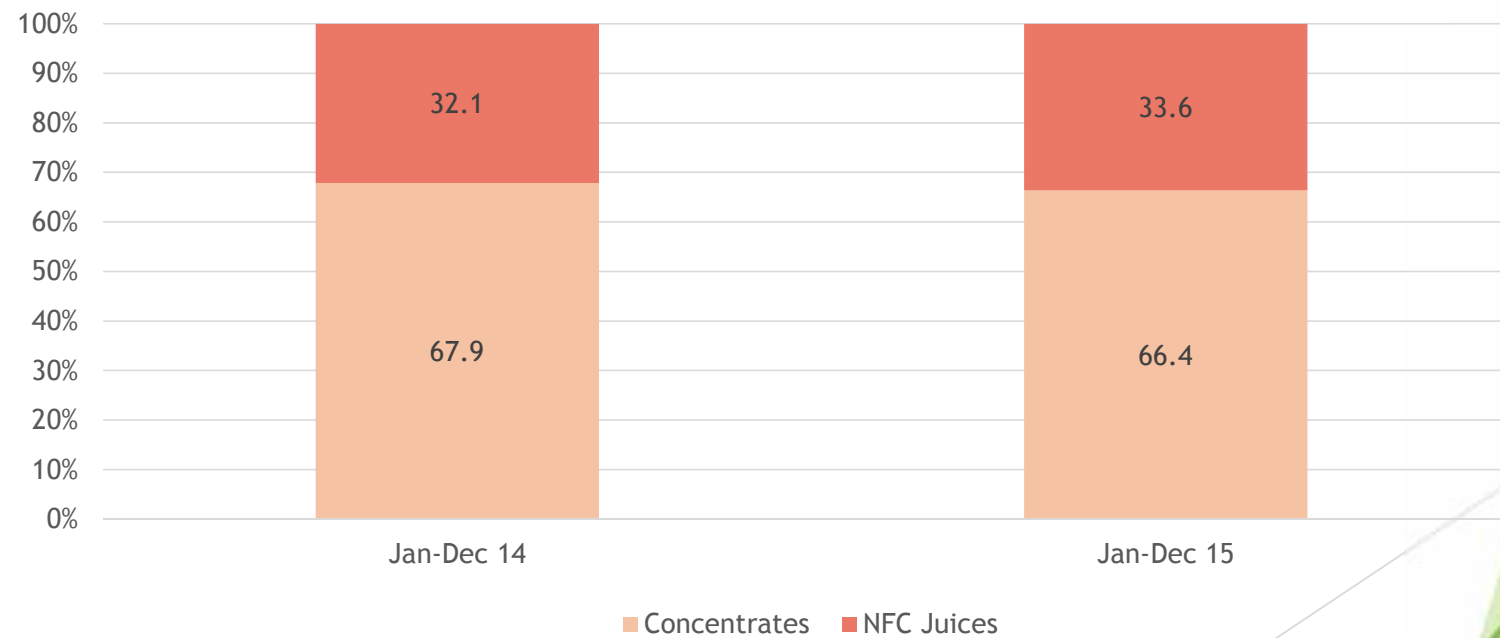


We are master blenders, inspired by the apple and ingredients from our kitchen garden.

Quelle:

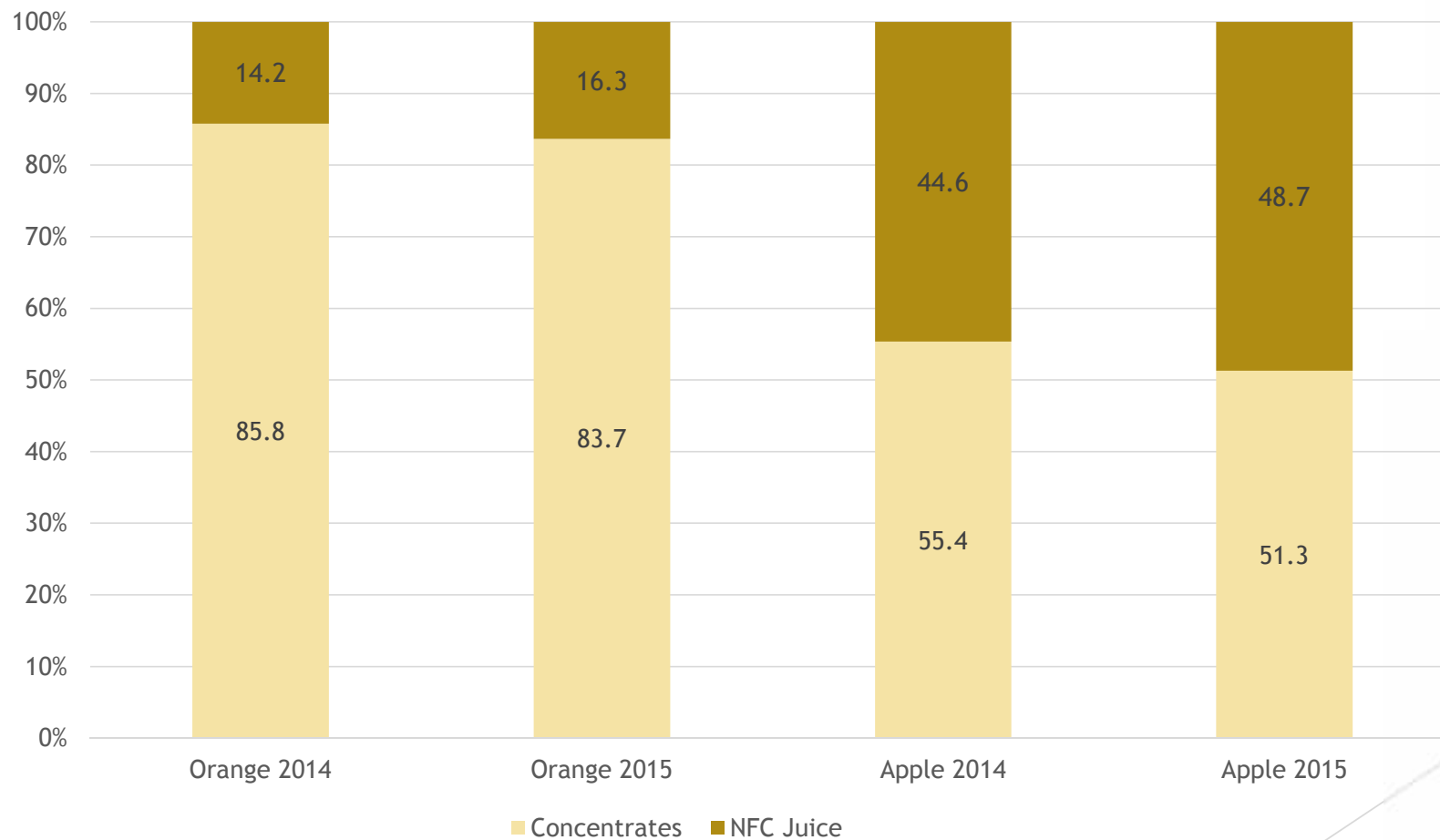
<http://www.cawstonpress.com>

# Decline of Juices made from Concentrates in Germany



Source: GfK,  
2016

# Growth of NFC Juices in Germany



Source:  
GfK, 2016



# Volume Evolution of Apple Juice NFC in selected European Countries (ca.)



300 Mio. Liter



80 Mio. Liter



75 Mio. Liter



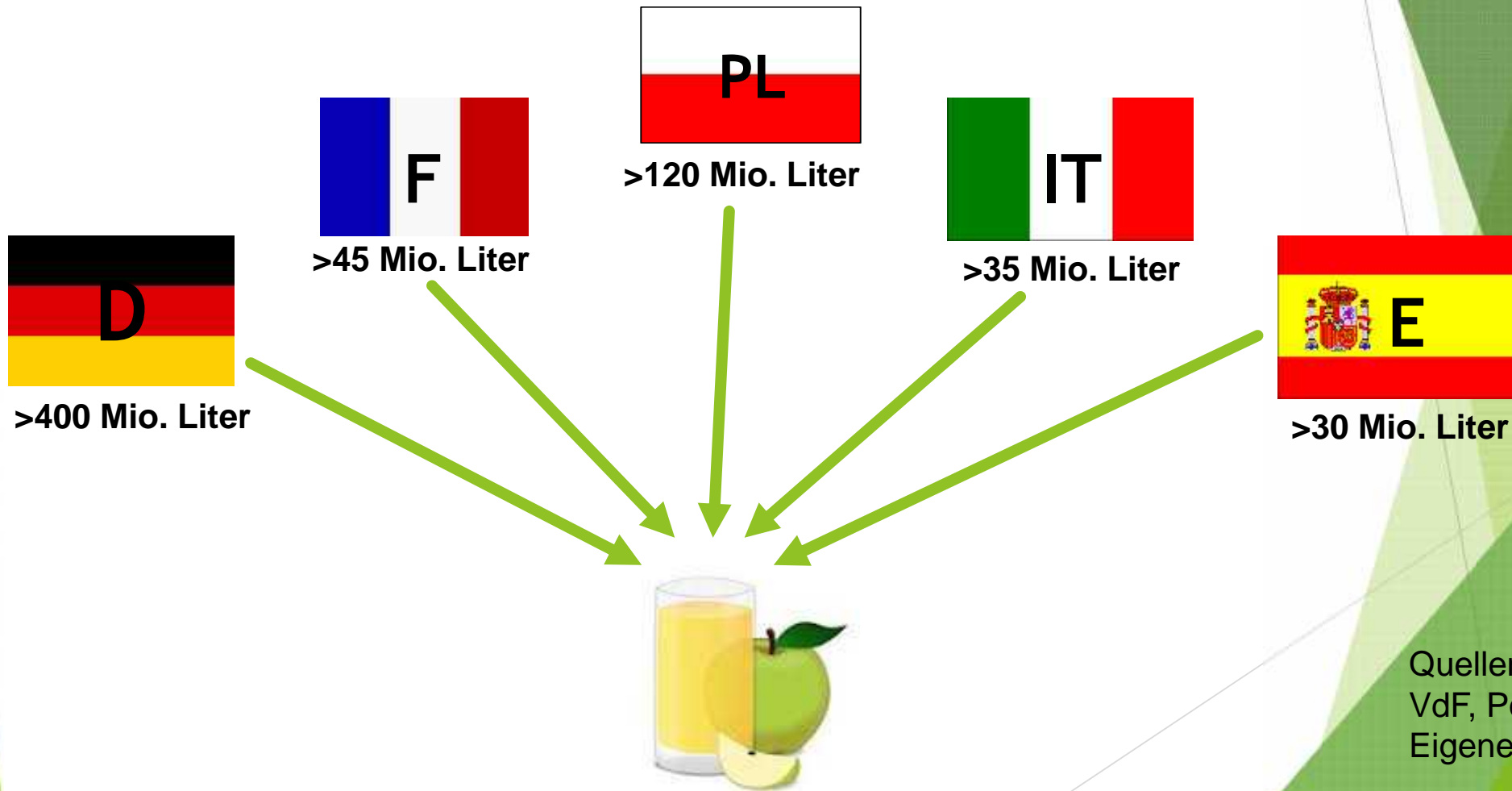
25 Mio. Liter



>600 Mio. Liter

Quellen:  
AIJN, GfK, Nielsen, eigene  
Schätzung 2015/16

# Apple Juice NFC Producing Countries (supply chain)



# Quality Requirements for Apple Juice NFC

## ► Legal Requirements

- Apple Juice made from Concentrate: Brix 11,2°
- Apple Juice NFC: Brix 10,0°

## ► Technical Requirements

- Mikro Contamination Risk
- Flash Pasteurisation after Pressing
- Aseptic Storage
- Product to be loaded with low TPC and chilled Transport
- Immediate usage upon delivery

## ► Organoleptic Requirements

- Sufficient level of Acidity → good balanced Taste
- Sufficient natural Turbidity
- Pale yellowish Colour



Thank you for your attention!

