



**Euromonitor
International**

Juice in Spain

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A slightly better performance for juice in 2024, although decline still expected
Despite the challenging environment, new product development is seen during the year
Juver launches an AI tool to improve the consumer experience

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Various factors will make for a challenging operating environment for juice in the off-trade channel
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Soft Drinks in Spain - Industry Overview

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