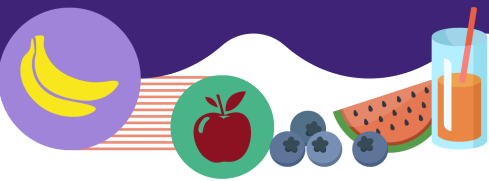
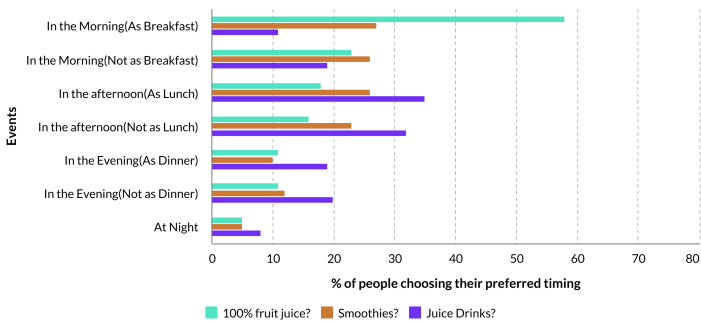


Fruit Juice, Juice Drinks and Smoothies

UK, 2023



Juice intake by Statistics



Fruit Juice/Smoothies

More people prefer 100% fruit juice/smoothies in the mornings linked to stronger treat connotations.

Juice Drinks

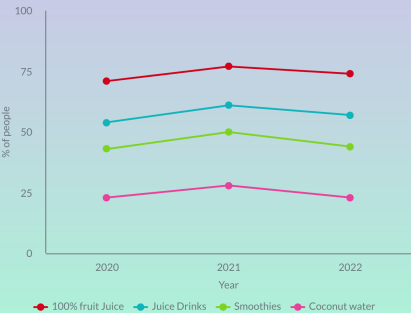
Higher water content addresses the hydration needs typically peaking first thing in the morning, while also delivering lower sugar content.

Adult-oriented flavours would assist the market in expanding on the currently limited usage during evenings/night time, with the alcohol moderation trend highlighting opportunities around these occasions.

Encouraging consumers to use these drinks in cocktails/mocktails, promote food pairings, and investigate botanical ingredients with links to relaxation would all help to increase usage later in the day.

Usage and Market Outlook

Usage of fruit juice, juice drinks, smoothies and coconut water,



- 2023**
Trading down will continue, with annual rate of volume increasing. High inflation will curb growth in average prices. Value sales will see limited growth.
- 2024-25**
Market volume will decline in 2024, consumer spending will recover in 2025. Trade will regain share.
- 2026-27**
Volume sales will saturate and decline again. Volume will remain lower than pre-covid levels. Rising prices will see growth in values.

Behaviours related to fruit juice, Juice Drinks and Smoothies

Fruit Juices/Smoothies from concentrate offer the same nutritional benefits as their NFC counterparts. These drinks are use farely simple preparation methods as well as reduced environmental footprints.



- Recipes which celebrate native ingredients and spotlighting the correlation between low food miles and sustainability, offers real potential to tap into the concern over the food miles.
- Products using tropical fruit need to alleviate environmental concerns
- win over eco-conscious consumers leverage broadens the appeal of homegrown ingredients.

Reference:

Mintel. (2023). Fruit Juice, Juice Drinks and Smoothies - UK - 2023. Retrieved from Mintel Academic database.