

## Fruit Juice, Juice Drinks and Smoothies - UK - November 2012

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“Health remains an issue within the soft drink category, with potential to drive value sales in the market. For example, almost three in five smoothie drinkers agree that they are willing to pay more for a drink with higher fruit content, while a third agree that it’s worth paying more for fruit juice with added benefits, highlighting the importance and potential of developing healthier variants in the market.”

– Amy Price, Senior Food & Drink Analyst

### In this report we answer the key questions:

- What has been the impact on consumers of rising prices in the market?
- How can brands combat the threat from own-label?
- How can the market tap into consumer interest in health?
- What steps can the market take to encourage experimentation?

Fruit juice, juice drinks and smoothies together enjoy almost universal popularity, with penetration at almost nine in ten consumers. Sales are estimated to reach £4.8 billion in 2012, with the market forecast to grow by more than 25% to £5.9 billion by 2017.

The category benefits from its relatively frequent consumption, with a sizeable minority of consumers drinking these drinks on a weekly basis.

Usage is skewed towards groups that are poised to experience growth over 2012-17, namely the under-35s, households with children and ABC1s, boding well for the future of the market.

Continuing investment in NPD and above-the-line support from major players such as Innocent and Tropicana will play a key role in keeping the category front of mind with the consumer going forward, and maintaining engagement.

This report examines the market for fruit juice, juice drinks and smoothies in the UK through both on- and off-trade outlets.

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