

Fruit Juice, Juice Drinks and Smoothies - UK - November 2013

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"A focus around energy provision should create standout in the market. Such propositions remain rare, however, this is an area the under-35s show above-average interest in."

– Heidi Lanschützer, Food & Drink Analyst

This report looks at the following areas:

- How can the industry address concerns about the drinks' sugar levels?
- What opportunities are there for brands to build standout among the core under-35s users?
- What measures can be taken to boost fruit juice sales in the on-premise channel?
- Is there more scope to promote fortification in the market?

Overall, fruit juice, juice drinks and smoothies enjoy great popularity among Brits, with penetration standing at 83%, and a high proportion of consumers drink them at least once a week. Given the maturity of the market, product innovation is rife, making this a dynamic and highly competitive market.

Sales of fruit juice, juice drinks and smoothies have achieved growth of an estimated 2% from 2012-13, while volumes have only grown by less than 1%, reflecting the pressure the market is facing from cost inflation.

Continuing investment in NPD (New Product Development) and ongoing above-the-line advertising support from major players, such as PepsiCo and Innocent, will play a key role in keeping the category front of mind among consumers going forward, and maintaining their engagement with the market.

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