

Smoothies - UK - October 2011

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“More should be done to market the portability of smoothies, being more easily transported than fresh fruit and veg and easier to consume while on the go. This would help to increase out-of-home consumption from the relatively low 41% of consumers who drink smoothies on the go.”

– Amy Lloyd, Food and Drink Analyst

In this report we answer the key questions:

- Can health continue to deliver growth in the smoothies category?
- How can brands expand out-of-home smoothie consumption?
- How can smoothies support demand despite pressures on consumer budgets?
- How can the market attract the older consumer?

Definition

There is currently no legal definition of what constitutes a smoothie and manufacturers’ opinions regarding this question are divided.

For the purposes of this report, Mintel has defined a smoothie as a drink that is made with pure crushed fruit, but which may also include a small amount of fruit juice or purée, yogurt, milk or soymilk and is smooth in texture.

The report will also make reference to smoothie/juice bars, however, the focus is on the take-home smoothie market.

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