Fruit Juice, Juice Drinks and Smoothies - UK - November 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Concerns around sugar are affecting the fruit juice, juice drinks and smoothies market. 36% of those buying less/ not buying do so because of concerns over sugar content. Boding well for NPD is that 40% are interested in variants with reduced sugar and no sweeteners, and 24% in reduced sugar with plant-derived sweeteners such as stevia."
– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- NPD looks to tackle consumer concerns on sugar
- Added value drinks such as vegetable blends and cold-pressed juice can boost the market
- Catering to the children's market could prove lucrative for the future

Estimated at £4.7 billion, total fruit juice, juice drinks and smoothies grew by 3.3% over 2010-15, although volumes saw a 13% decline over this period, to stand at 1.8 billion litres. Average prices have been rising over the past five years, at the expense of volumes.

78% of UK adults drink 100% fruit juice, juice drinks or smoothies, demonstrating their popularity as a household staple. 100% fruit juice is the most popular, with 49% of adults drinking it once a week or more and accounting for around 60% of value and volume sales.

The dangers of excessive sugar in diets attracted prolonged negative media coverage in 2014 and into 2015, which has had a negative impact on sales of fruit juice and to a lesser extent, smoothies. NPD is, however, looking to counter this through innovation on low/no/reduced sugar variants and those containing alternative sweeteners such as the plant-derived stevia.

Elsewhere, premiumisation in cold-pressed formats and vegetable blends is helping to add value to the market, and should help the market to capitalise on the predicted rise in consumer incomes in 2015, which is expected to continue over 2015-20.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents