

Juice - Canada - November 2016

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"Canadians are drinking less juice. Different factors contribute to this such as an aging population and concerns around sugar. Juice companies will need to maintain or grow their share of a shrinking pie to achieve growth and will need to respond nimbly to category trends and evolving areas of consumer demand."

- Joel Gregoire, Senior Research Analyst, Food & Beverage

This report looks at the following areas:

- **Juice sales continue to soften at retail**
- **Sugar remains barrier to consumption**
- **Aging population proves a challenge for the juice category**

Definition

For the purposes of this Report, Mintel has used the following definitions:
Formats included in consumer data juice definition:

Juice:

- Chilled carton/bottle juice (eg Tropicana, Minute Maid)
- Fruit juice/drinks from concentrate (eg Minute Made Frozen, Welch's Juice Cocktail Concentrates)
- Portable bottle/juice box (eg Allen's, Ever Fresh)
- Non-refrigerated juice (eg Oasis)
- Vegetable and fruit juice combinations (eg V8 Veggie Blends)
- Vegetable juice (eg V8)
- Juice mixers (eg Mott's Clamato)
- Cold-pressed juice
- Juice made from an at-home 'juicer'.

Smoothies:

- Homemade smoothies (eg in a blender)
- Chilled carton/bottle smoothies (eg Bolthouse)
- Any other fruit juices, juice drinks or smoothies.

Market sizing juice definition:

- Pure fruit juices contain nothing but fruit juice at the same strength and consistency as when the fruit was squeezed); and juices (made from concentrates which are 100% pure, but are reconstituted to their original strength after transportation)
- Juice drinks are defined as still drinks that contain less than 100% (generally under 25%) fruit juice and have added ingredients, mainly water but also sweeteners, flavourings, colourings and/or vitamins
- Nectars contain less than 100% (generally 25-99%) fruit juice and have added ingredients, mainly water.

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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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