

## Fruit Juice, Juice Drinks and Smoothies - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“While the Sugar Levy will impact juice drink sales, sugary variants in particular, there is marked potential to retain consumers through innovation in low-/no-added-sugar variants. Fruit juice has continued to struggle under the scrutiny over sugar, while the touting of functional health benefits appears to have helped smoothies flourish.”

- Alyson Parkes, Research Analyst

This report looks at the following areas:

- Concerns around sugar and artificial sweeteners continue to pose challenges to the juice drink industry
- A low-calorie proposition could boost the appeal of fruit juices, juice drinks and smoothies as alternatives to alcohol
- Added protein could strengthen smoothies as a breakfast option

Estimated at £5.1 billion in 2017, total sales of fruit juice, juice drinks and smoothies grew by 6.6% over 2012-17, while volumes declined by 9.6% over the same period. A rise in average prices as well as cutbacks in fruit juice usage drove this.

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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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- Bad weather pushed up the price of fruit juices
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Breakfast is the top occasion for drinking fruit juice

High openness to fruit juices, juice drinks and smoothies as alternatives to alcoholic drinks

18-24s drawn to better availability in pubs/restaurants

Artificial ingredients still a concern for consumers

Cutting back on consumption is the most likely reaction

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