

Made to Order Smoothies - US - April 2019

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- MTO smoothie purchases remain low among older generations
- High sugar content, calories, and cost are significant barriers
- MTO smoothie consumption is on the rise
- Functional ingredients appeal to Millennials



"Smoothies are a healthy menu item staple, and their popularity is growing. With more smoothie choices than ever, operators must target specific occasions and offer ingredients with strong functional claims. Moving beyond a one-size-fits-all approach and allowing for customization of smoothie ingredients is also a opportunity for operators to appeal to consumers' unique lifestyle needs."

Hannah Spencer,
Buy this report now
Foodservice Analyst

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- The issues
- **MTO smoothie purchases remain low among older generations**
Figure 1: Smoothie purchase behavior– Net – Any purchase, by generation, January 2019
- **High sugar content, calories, and cost are significant barriers**
Figure 2: Smoothie attitude statement agreement – Net – Agree, January 2019
- The opportunities
- **MTO smoothie consumption is on the rise**
Figure 3: Smoothie purchase behavior– Net – Any purchase, February 2017 and January 2019
- **Functional ingredients appeal to Millennials**
Figure 4: Innovative ingredients, by generation, January 2019
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Retail bottled smoothie market trends downward
- Subscription smoothie brands deliver on convenience
- Americans love to snack

MARKET PERSPECTIVE

- **Strong decreases in retail bottled smoothie sales**
Figure 5: Total US retail sales and forecast of bottled smoothies, at current prices, 2013–23
Figure 6: Bottled smoothie competitor appeal, by bottled smoothie buyers and non-buyers, April 2018
- **Retail takes inspiration from foodservice smoothie bowls**
Figure 7: Simply Balanced Organic Açai Berry
Figure 8: Dole Açai Bowls Original Açai Blend
Figure 9: Joyböl Smoothie Bowl Superberries and Açai smoothie bowls
- **Delivery services simplify smoothie prep**

MARKET FACTORS

- Snacking continues to grow in prevalence

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

Figure 10: Total snacking frequency, January 2015 and November 2018

Figure 11: MTO snack consumption over the past three months, March 2017 and November 2018

- **Plant-based eating becomes mainstream**

Figure 12: Interest in healthy menu items, by generation, December 2018

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Functional ingredients drive smoothie innovation**
- **Dairy declines in popularity**
- **Vegetable sweeteners provide a low-sugar alternative**

WHAT'S WORKING?

- **Functional smoothies become even more personalized**
- **Insta-worthy smoothie bowls**

WHAT'S STRUGGLING?

- **Is dairy out?**

WHAT'S NEXT?

- **Vegetables as a sweetening option**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Americans are purchasing more MTO smoothies and smoothie bowls**
- **Ingredient customization is key**
- **Attract Millennials with functional ingredients**
- **Position MTO smoothies as a treat to appeal to older generations**

SMOOTHIE PURCHASE BEHAVIOR

- **MTO smoothie purchases are up**

Figure 13: Smoothie purchase behavior – Net– Any purchase, February 2017 and January 2019

- **Smoothie and juice shops remain the top purchase destination**

Figure 14: Smoothie purchase behavior by location, January 2019

- **iGens are top smoothie purchasers**

Figure 15: Smoothie purchase behavior– Net – Any purchase, by generation, January 2019

- **Dads love MTO smoothies**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

Figure 16: Smoothie purchase behavior– Net – Any purchase, by gender and parental status, January 2019

- **MTO smoothies most popular with West Coasters**

Figure 17: Smoothie purchase behavior– Net – Any purchase, by region, January 2019

Figure 18: Smoothie purchase behavior – Net – Any purchase, by race and Hispanic origin, January 2019

- **Adventure eaters are frequent MTO smoothie purchasers**

Figure 19: Smoothie purchase behavior– Net – Any purchase and consumer segmentation, January 2019

SMOOTHIE TYPE PURCHASE BEHAVIOR

- **Fruit smoothie offerings are most popular**

Figure 20: Smoothie purchase behavior, by smoothie type, January 2019

- **iGens seek non-dairy alternatives**

Figure 21: Smoothie purchase behavior, by smoothie type and generation, January 2019

- **Appeal to dads with protein-rich smoothies**

Figure 22: Smoothie purchase behavior, by smoothie type and gender and parental status, January 2019

APPEALING INGREDIENTS

- **Fruit is most appealing smoothie ingredient**

Figure 23: Appealing ingredients, January 2019

- **Creating appealing smoothie menu items**

Figure 24: TURF analysis – Appealing ingredients, January 2019

- **Women more likely to prefer plant-based ingredients**

Figure 25: Appealing ingredients, by gender, January 2019

INNOVATIVE INGREDIENTS

- **Natural ingredients are of top importance**

Figure 26: Innovative ingredients, January 2019

- **Creating innovative smoothies**

figure 27: turf analysis – Innovative ingredients, January 2019

- **Appeal to Millennials with innovative ingredients**

Figure 28: Innovative ingredients, by generation, January 2019

PRICE SENSITIVITY ANALYSIS

- **Nutrition boost drives higher price point**

Figure 29: Price sensitivity – Price summary table, January 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

Figure 30: Price sensitivity – 16-ounce smoothie – Optimal price, January 2019

Figure 31: Price sensitivity – 16-ounce smoothie – Threshold prices, January 2019

Figure 32: Price sensitivity – 16-ounce smoothie prepared with a nutrition boost – Optimal price, January 2019

Figure 33: Price sensitivity – 16-ounce smoothie prepared with a nutrition boost – Threshold prices, January 2019

SMOOTHIE OCCASIONS

- **Almost one in five are purchasing MTO smoothies more often**

Figure 34: Smoothie occasions, January 2019

- **Hispanic consumers report increased smoothie consumption**

Figure 35: Smoothie occasions, by Hispanic origin, January 2019

Figure 36: Smoothie occasions, by generation, January 2019

SMOOTHIE ATTITUDE STATEMENT AGREEMENT

- **MTO smoothies offer healthy convenience**

Figure 37: Smoothie attitude statement agreement – Net – Agree, January 2019

- **Baby Boomers want simpler and lighter MTO smoothie offerings**

Figure 38: Smoothie attitude statement agreement – Net – Agree, by generation, January 2019

- **Convenience drives smoothie purchasing for parents**

Figure 39: Smoothie attitude statement agreement – Net – Agree, by parental status and gender, January 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Consumer survey data
- Purchase Intelligence
- Abbreviations and terms
- Abbreviations
- Mintel Food and Drink Shopper Segmentation
- Terms

APPENDIX – THE MARKET

Figure 40: Total US retail sales and forecast of smoothies, at inflation-adjusted prices, 2013–23

- **TURF Analysis Methodology**

Figure 41: Table – TURF analysis – Appealing ingredients, January 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

Figure 42: Table – TURF analysis – Smoothie innovation, January 2019

- **Price Sensitivity Analysis Methodology**

Figure 43: Price sensitivity – 16-ounce smoothie – Price sensitivity aggregate table, January 2019

Figure 44: Price sensitivity – 16-ounce smoothie prepared with a nutrition boost – Price sensitivity aggregate table, January 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.