

# Fruit Juice, Juice Drinks and Smoothies - UK - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the fruit juice, juice drinks and smoothies market.
- Launch activity in 2020 and opportunities for 2021.
- Usage of fruit juice, juice drinks and smoothies.
- Factors that consumers would pay more for in a fruit juice, juice drink or smoothie.
- Consumer behaviours and attitudes related to fruit juice, juice drinks and smoothies.
- Concepts of interest and appeal of sugar reduction strategies in fruit juice, juice drinks and smoothies.

30% of people agree that added health benefits make fruit juices, juice drinks or smoothies with high sugar content acceptable. That this is not higher demonstrates the continuing threat of the war on sugar to the category. However, the fact that health benefits are the top factor which would encourage people to spend more on these drinks, cited by 42% of buyers, should provide some solace for brands in this space.

The increased concern amongst consumers around immunity has benefited the fruit juice segment due to its well-established associations with high vitamin content. The nationwide lockdowns and local restrictions due to the pandemic in 2020 had a huge impact on the sales of these drinks through foodservice as well as on the go. The January 2021 lockdowns will slow the recovery of the market, and on-premise sales are not likely to return to any significant extent for several months.

Money concerns would prompt swapping from a brand to a cheaper version for 52% of people who buy and drink favourite fruit juice, juice drink or smoothies. This demonstrates the pressure that brands are already facing during the income squeeze brought about by the pandemic. Low brand loyalty



“COVID-19 has had a huge impact on the fruit juice, juice drinks and smoothies category. Nationwide lockdowns and restrictions saw many higher-value usage occasions through on-premise and on-the-go channels disappear overnight, the uptick in sales of larger formats not enough to compensate for this loss.”  
– Alice Pilkington, UK Food and Drink Analyst

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will mean that brands will need to work harder in terms of NPD and promotional activity in order to stay on consumers' shopping lists.

Knowing more about what fruit juices, juice drinks or smoothies go well with what foods would interest 54% of people who drink and buy these drinks. Additionally, with younger demographics also demonstrating a more moderate approach to alcohol than their older counterparts, positioning these drinks as an alternative to alcohol and a suitable pairing to a variety of meal types could help to tap into this interest and unlock new usage occasions.

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- Health benefits are key to adding value
- Majority see juices and smoothies as an easy way to boost nutrient intake
- Pairing juices and smoothies with food would interest 54%
- Money concerns would prompt 52% to trade down
- Nearly half of drinkers prefer cutting the amount of added sugar to reduce sugar content

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