



Juice and Juice Drinks – US – 2021

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This report looks at the following areas:

- The ongoing impact of COVID-19 on juice and juice drinks
- Changes in juice consumption
- Competitive beverages, ideal juice features and a focus on preferred sweeteners
- Attitudes about juice, health and functionality



“Over the last decade, the juice/juice drink category has suffered from an ongoing identity crisis of sorts, as factors like sugar and artificial ingredient content came to overshadow the nutritional value of these products.”

– Karen Formanski, Health and Nutrition Analyst

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