

Juice and Juice Drinks - US - 2021

Report Price: £3254.83 | \$4395.00 | €3662.99

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:

- 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

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Market context**
- **COVID-19: US context**
- **Economic and other assumptions**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of juice and juice drinks, at current prices, 2016-26
- **Impact of COVID-19 on juice and juice drinks**
Figure 2: Short-, medium- and long-term impact of COVID-19 on juice and juice drinks, 2021
- **Opportunities and challenges**
- **Maintain renewed focus on functionality**
Figure 3: Select opinions on juice and juice drinks – Functional benefits, by gender and parental status, 2021
- **Mix in more juice occasions**
Figure 4: Reasons for buying more juice and juice drinks, 2021
- **Find creative ways to combat high sugar content**
Figure 5: Select opinions on juice and juice drinks – Portion control and hybrid products, by gender and parental status, 2021

THE MARKET – KEY TAKEAWAYS

- **Sales surge will be challenging to maintain**
- **Sugar content is still a point of contention**
- **Struggling smoothies are in need of a makeover**

MARKET SIZE AND FORECAST

- **Juice category enjoys lingering window of opportunity**
Figure 6: Total US sales and fan chart forecast of juice and juice drinks, at current prices, 2016-26
Figure 7: Total US sales and forecast of juice and juice drinks, at current prices, 2016-26

SEGMENT PERFORMANCE

- **Smoothies struggle, juices rise**
Figure 8: Total US retail sales and forecast of juice and juice drinks, by segment, at current prices, 2019 and 2021

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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

MARKET FACTORS

- **Juice category can't hide from its sugar problem**
- **Associations with sugar and obesity hinder long-term growth potential**

Figure 9: Percent of people aged 20 or older who are overweight or obese, 2001-02 to 2015-16

- **Need to break free from heavy reliance on families**

Figure 10: Percentage of households with children, 2008-18

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Brands of all sizes enjoy sales spike**
- **Add on the functional incentives**
- **Cleanse and detox claims may come back into the spotlight**

MARKET SHARE

- **Brands of all sizes see reprieve from years of sinking sales**
- **Sales of juice and juice drinks by company**

Figure 11: Multi-outlet sales of juice and juice drinks, by leading companies, rolling 52 weeks 2020 and 2021

- **Even leaders lose ground with "other" brand struggles**
- **Still and sparkling cider give apple juice a boost**
- **Sales of 100% juice by company**

Figure 12: Multi-outlet sales of 100% juice, by leading companies and brands, rolling 52 weeks 2020 and 2021

- **Getting distance from sugar is getting attention**
- **Sales of juice drinks by company**

Figure 13: Multi-outlet sales of juice drinks, by leading companies and brands, rolling 52 weeks 2020 and 2021

- **Sales of smoothies by company**

Figure 14: Multi-outlet sales of smoothies, by leading companies and brands, rolling 52 weeks 2020 and 2021

COMPETITIVE STRATEGIES

- **Riding the immunity wave**

Figure 15: Functional juices – Immunity

- **Brands invest in energy, functionality for the long haul**

Figure 16: Functional juices – Energy

- **Doubling down on parental loyalty with cleaner label**

Figure 17: Healthier juice drinks for kids – Rethink Splash, Fruitly and Minute Maid Fruit & Veggie

- **Betting on anti-oxidants to remedy tasty sins**

Figure 18: Functional juice drink examples – Minute Maid Plus, Bai Antioxidant

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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

- **Brands target cleanses and detoxing to get consumers back on track**

Figure 19: Cleanse and detox examples – Urban Remedy Suja Organic and Sol-ti

MARKET OPPORTUNITIES

- **Flavor + function = new occasions**

Figure 20: Flavor preferences for ideal non-alcoholic beverage, by total and juice/juice drink drinkers

- **Consider a shift to local and sustainable offerings**

Figure 21: Field + Farmer (100% juice and juice drinks – All varieties)

- **Smoothies need a makeover**

Figure 22: Functional smoothies – Koia and Once Upon a Farm

THE CONSUMER – KEY TAKEAWAYS

- **Juice brands can fight to maintain healthier image**
- **Focus on functionality for sustained growth**
- **Just add water?**
- **Lighten up on the sweeteners**
- **Amplify the benefits**
- **Shine up the health halo**

THE JUICE AND JUICE DRINKS CONSUMER

Figure 23: Beverage types consumed, 2021

- **Older adults avoid juice drinks**

Figure 24: Juice and juice drink consumption, by age, 2021

- **Parents can shake up old habits**

Figure 25: Juice and juice drink consumption, by gender and parental status, 2021

JUICE TYPES PURCHASED

- **Only a third of juice fans buy more than three types**

Figure 26: Repertoire, juice types purchased, 2021

- **Build depth and frequency with inspiration and innovation**

Figure 27: Juice types purchased, 2021

- **Parents seek convenient nutrition**

Figure 28: Juice types purchased – Smoothies, juice cleanse kits and functional juice shots, by gender and parental status, 2021

SHIFTS IN JUICE PURCHASE

Figure 29: Shifts in juice purchase, 2020 and 2021

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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

- **Reinforce the pursuit of health with parents and non-parents to keep the momentum**

Figure 30: Shifts in juice purchase compared to a year ago, by total, gender and parental status, 2021

REASONS FOR BUYING MORE JUICE

- **Position juice as a tasty alternative to supplements**

Figure 31: Reasons for buying more juice and juice drinks, 2021

- **Encourage, inspire consumers to keep mixing it up**

Figure 32: Using juice and juice drinks as a mixer, by parental status, 2021

JUICE REDUCTION: REASONS AND SWAPS

Figure 33: Juice and juice drinks swaps, 2021

- **Juice drowning in competition from waters**

Figure 34: Juice and juice drinks swaps, 2021

SWEETENER PREFERENCES

- **Clean and simple sweeteners FTW**

Figure 35: Sweetener preferences in juice and juice drinks, by parental status, 2021

DESIRED INGREDIENT PROFILE

- **Give juice consumers more bang for their buck**

Figure 36: Desired ingredient profile in juice and juice drinks, 2021

- **Stack on the benefits for the greatest reach**

Figure 37: Desired ingredient profile in juice and juice drinks, 2021

- **Functional formulations can catch the attention of parents**

Figure 38: Desired ingredient profile in juice and juice drinks, by gender and parental status, 2021

ATTITUDES TOWARD JUICE AND JUICE DRINKS

- **Focus on nutrition and functionality are key**

Figure 39: Select opinions on juice and juice and juice drinks – Health perceptions of juice types, by gender and parental status, 2021

- **Functional benefits can boost sales, especially among parents**

Figure 40: Select opinions on juice and juice and juice drinks – Functional benefits, by gender and parental status, 2021

- **Most juice consumers would like . . . a little less juice**

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 41: Select opinions on juice and juice drinks – Portion control and hybrid products, by gender and parental status, 2021

- **Appeal to consumers with all-around sustainably**
Figure 42: Select opinions on juice and juice drinks – Sustainability, by gender and parental status, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 43: Total US retail sales and forecast of juice and juice drinks, at inflation-adjusted prices, 2016–26

Figure 44: Average household spending on juice and juice drinks, 2016–21

Figure 45: Total US retail sales and forecast of 100% juice, at current prices, 2016–21

Figure 46: Total US retail sales and forecast of 100% juice, at inflation-adjusted prices, 2016–21

Figure 47: Total US retail sales and forecast of juice drinks, at current prices, 2016–21

Figure 48: Total US retail sales and forecast of juice drinks, at inflation-adjusted prices, 2016–21

Figure 49: Total US retail sales and forecast of smoothies, at current prices, 2016–21

Figure 50: Total US retail sales and forecast of smoothies, at inflation-adjusted prices, 2016–21

Figure 51: Total US retail sales of juice and juice drinks, by channel, at current prices, 2019 and 2021

APPENDIX – THE CONSUMER

Figure 52: TURF analysis – Desired ingredient profile, 2021

- **Methodology**

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)**.