

## Fruit Juice and Juice Drinks - UK - November 2011

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"The 'convenient health' positioning is currently a strong place to be strategically and the pure juice market should take greater advantage of it. This means widening its usage beyond being drunk at home or over breakfast to for example: the workplace; on-the-go occasions (ie the morning commute); adult lunchboxes; healthy energy boosting office beverages; and/or an alternative to alcoholic drinks within pubs/bars."

– Jonny Forsyth, Senior Drinks Analyst

### In this report we answer the key questions:

- Can brands break own-label's market stranglehold?
- With many consumers having traded down, is there still a future for the chilled pure juice segment?
- What will be the impact of rising costs along the supply chain?
- Is the market too reliant on the in-home drinking occasions rather than capitalising on other opportunities?

#### Definition

This report examines the retail market for fruit juice and juice drinks in the UK. It profiles sales through both on- and off-trade outlets.

The two products that make up this market can be described as:

- Fruit juice: These must legally be made of 100% pure fruit juice. This may or may not include pulp and is often pasteurised to make it last longer. A typical example is Tropicana Pure Fruit Juice or Princes.
- Juice drinks: These are drinks that contain less than 100% fruit juice and have added ingredients, mainly water but also sweeteners, flavourings, colourings and/or vitamins. A juice drink must contain a minimum of 2% comminuted fruit, although most have a much greater proportion. This sector includes ready-to-drink (RTD) versions of concentrated squashes, eg Ribena.

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