Juice, Juice Drinks and Smoothies - US - November 2014

Report Price: £2466.89 | $3995.00 | €3133.71

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

"In addition to leading consumption, 100% juice is more likely to hold consumer attention through the years, with the instance of juice drink consumption quicker to drop off with age. While juice drinks have the opportunity to grow share by meeting the needs of older shoppers looking to control sugar and calorie consumption, current product positioning may be missing an important mark."
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How can juice move beyond breakfast?
- How can the category address consumer interest in fresh?
- What have we seen from premium juice?

Dollar sales of juice, juice drinks, and smoothies showed little change at current prices between 2009 and 2014.

The lack of growth (and projected future declines) results from increasing competition from other drink categories, including ready-to-drink tea and flavored water; health concerns that shine the spotlight on sugar and calorie counts; and a preference for fresh products. Encouraging expanded usage occasions and positioning products with a focus on functional benefits, such as nutrition delivery and satiety, as well as enhanced freshness positioning are in order. Such approaches may help to mitigate further dips. Mintel forecasts a drop of 5% through 2019 (15% inflation adjusted).

DID YOU KNOW?

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

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Appendix – Social Media

