

Juice and Juice Drinks - Canada - November 2014

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"About half of Canadians agree that fruit juice/juice drinks are a good way to reach their daily recommended amount of fruit and vegetables. To capitalize on juice as a healthy alternative to eating fruits and vegetables, the sugar/calorie combination needs to be addressed while at the same time delivering on taste and value."

– Jason Praw, Head of Canadian Research

This report looks at the following areas:

- Using juice to deliver nutrients that are relevant to Boomers
- Focus on value and benefits relevant to Millennials
- Invest in innovation that targets the expanding juice enthusiast base
- Proving the health benefits of juice will make them more palatable for parents

The juice category is mature in Canada but juice consumption has been in decline for the last five years with volume decreasing 2.6% in 2013 from the year before.

While the category benefits from a health halo, the perception of high price, high calories and sugar and the proliferation of more healthful beverages have impacted consumption. The expectation is that the decline in consumption will continue for the next five years at the rate of about 2% annually, as the population ages, more beverage options enter the market and rising ingredient costs keep price levels higher. Despite these challenges, the category is well positioned to benefit from some emerging trends.

Half of Canadians believe that juice is a way to get their daily fruits and vegetables, therefore they can be engaged on this basis by enhancing juice offerings with needed nutrition that fruits and vegetables may not offer. The projected growth of kids aged 5-14 in the next five years is also opportunistic as kids are more likely to be prolific juice drinkers. Juice is well positioned to target parents with better products for kids, including 'just for kids' juice and juice blend offerings that address parents' concerns about sugar intake while providing kids with needed nutrients and fun.

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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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Trend: Locavore

Trend: Prove it

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The Skeptics (23%)

Juice for Health (26%)

Juice Enthusiasts (22%)

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