

Juice, Juice Drinks and Smoothies - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Total US retail sales of 100% juice, juice drinks, and smoothies are estimated to grow by less than 1% in 2015, continuing the flatlining seen in recent years. Strong growth in the small, smoothies segment, has tempered losses seen in the much larger 100% juice segment, and the stagnation of juice drink sales."

- Beth Bloom, Food & Drink Analyst

This report looks at the following areas:

- Category sales stay flat in 2015; 4% growth 2010-15
- Juice drinks and 100% juice lose share to smoothies
- Indulgent kid-focused drinks see declines

Total US retail sales of 100% juice, juice drinks, and smoothies are estimated to grow by less than 1% in 2015, continuing the flatlining seen in recent years. Strong growth in the small, smoothies segment, driven by positive health perception and consumer interest in healthy snacking, has tempered losses seen in the much larger 100% juice segment, and the stagnation of juice drink sales. The category competes with a growing array of beverage options, as well as foodservice and homemade offerings, both of which are seen as fresher than their retail counterparts. Mintel forecasts slow growth through 2020.

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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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