

Juice and Juice Drinks - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Total sales of juice have stalled as the category faces continued decline. Consumers are increasingly choosing competing beverages over juice due to concerns surrounding the sugar content and because of the innovation occurring in other beverage categories. Juices can combat decline by focusing on functionality while also developing new juices that satisfy unique occasions."

- Caleb Bryant, Senior Foodservice Analyst

This report looks at the following areas:

- The juice market remains flat
- Sugar concerns are behind falling sales
- Orange juice experiences YOY declines

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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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