Juice and Juice Drinks - US - June 2018

Report Price: £3254.83 | $4395.00 | €3662.99

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

"Total sales of juice are in decline due to falling sales of 100% juice and bottled smoothies paired with flat juice drink sales."

- Caleb Bryant, Senior Foodservice Analyst

This report looks at the following areas:

- **Falling sales of 100% juice and smoothies**
- **Sugar concerns are behind the decline of 100% juice**
- **Juice loses out to other drinks**

Changing perceptions around the healthfulness of juice and competition from other drinks is causing consumers to choose other drinks over juice. New juice products that better target specific occasions and those with strong functional claims can stand out in the juice market.

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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Table of Contents