

Fruit Juice, Juice Drinks and Smoothies - UK - January 2020

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This report looks at the following areas:

Growing focus on the importance of fibre points to NPD potential in fruit juices and smoothies, while the trend for reducing alcohol consumption suggests untapped potential for these drinks to position themselves as suitable alternatives with nutritional benefits.

- Variants with fibre spark widespread interest
- Untapped potential to position the drinks as alternatives to alcohol
- Ethical ingredients sway nearly three quarters of buyers



“The spotlight on sugar has put pressure on the category for several years now, but emerging health trends offer opportunities for these products to promote their health credentials.”

– Kiti Soininen, Category Director, UK Food & Drink Research

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- Ethical ingredients sway nearly three quarters of buyers
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