

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

Report Price: £1995.00 | \$2693.85 | €2245.17

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“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**

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

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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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- The implications
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- The facts
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Freshly made juices/smoothies show growing popularity

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Flavour and sugar are the key purchase factors for the category

Fruit-like nutritional content and high fibre appeal widely

Ethical ingredients sway nearly three quarters of buyers

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