

## Juice and Juice Drinks: Incl Impact of COVID-19 - US - June 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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“Juice has been going through an identity crisis of sorts, which has put the category in a tough spot. Products tend to toe the line between healthy and indulgent without committing to either position, leaving consumers confused and disengaged.”

– **Madelyn Franz, Cross-Category Research Analyst**

This report looks at the following areas:

- The impact of COVID-19 on juice and juice drinks
- The rise of private label drinks during the COVID-19 recession
- The negative impact of sugar and sweeteners on the category
- The potential for added functionality

For years, juice sales have been hindered by the category’s inability to align products’ functional claims with rapidly changing diet and nutrition trends, as well as its established perception as a kids’ breakfast drink. That said, the \$18.9 billion market is expected to see modest growth for the first time in more than a decade thanks to a spike in demand caused by the COVID-19 outbreak. Consumers are actively seeking vitamin-rich food and drink options with a long shelf life to ride out the pandemic and recession. While sales are currently expected to continue on their pre-pandemic downward trajectory starting in 2023, juice has been given a second chance to appeal to health-conscious shoppers. If brands play their cards right, growth could continue beyond the current outbreak.

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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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