

Fruit Juice, Juice Drinks and Smoothies - UK - January 2021

Report Price: £2195 | \$2995 | €2600

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

This report looks at the following areas:

- The impact of COVID-19 on the fruit juice, juice drinks and smoothies market.
- Launch activity in 2020 and opportunities for 2021.
- Usage of fruit juice, juice drinks and smoothies.
- Factors that consumers would pay more for in a fruit juice, juice drink or smoothie.
- Consumer behaviours and attitudes related to fruit juice, juice drinks and smoothies.
- Concepts of interest and appeal of sugar reduction strategies in fruit juice, juice drinks and smoothies.

30% of people agree that added health benefits make fruit juices, juice drinks or smoothies with high sugar content acceptable. That this is not higher demonstrates the continuing threat of the war on sugar to the category. However, the fact that health benefits are the top factor which would encourage people to spend more on these drinks, cited by 42% of buyers, should provide some solace for brands in this space.

The increased concern amongst consumers around immunity has benefited the fruit juice segment due to its well-established associations with high vitamin content. The nationwide lockdowns and local restrictions due to the pandemic in 2020 had a huge impact on the sales of these drinks through foodservice as well as on the go. The January 2021 lockdowns will slow the recovery of the market, and on-premise sales are not likely to return to any significant extent for several months.

Money concerns would prompt swapping from a brand to a cheaper version for 52% of people who buy and drink favourite fruit juice, juice drink or smoothies. This demonstrates the pressure that brands are already facing during the income squeeze brought about by the pandemic. Low brand loyalty



“COVID-19 has had a huge impact on the fruit juice, juice drinks and smoothies category. Nationwide lockdowns and restrictions saw many higher-value usage occasions through on-premise and on-the-go channels disappear overnight, the uptick in sales of larger formats not enough to compensate for this loss.”
– Alice Pilkington, UK Food and Drink Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



will mean that brands will need to work harder in terms of NPD and promotional activity in order to stay on consumers' shopping lists.

Knowing more about what fruit juices, juice drinks or smoothies go well with what foods would interest 54% of people who drink and buy these drinks. Additionally, with younger demographics also demonstrating a more moderate approach to alcohol than their older counterparts, positioning these drinks as an alternative to alcohol and a suitable pairing to a variety of meal types could help to tap into this interest and unlock new usage occasions.

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- Key issues covered in this Report
- COVID-19: Market context
- Impact of the January lockdown and the vaccination rollout
- Economic and other assumptions
- Products covered in this Report

EXECUTIVE SUMMARY

- **Impact of COVID-19 on fruit juice, juice drinks and smoothies**
Figure 1: Short, medium and long-term impact of COVID-19 on fruit juice, juice drinks and smoothies, 12 January 2021
- **The market**
- **Loss of on-premise due to COVID-19 devastates the category**
Figure 2: Market size and forecast for fruit juice, juice drinks and smoothies, 2015-25
- **Category will see some bounce-back in 2021**
- **Fruit juice bucks trend of category in retail sales in 2020**
Figure 3: UK value sales of fruit juice, juice drinks and smoothies, by segment, 2018-20
- **Companies and brands**
- **Tropicana benefits from success of 100% fruit juice in retail in 2020**
Figure 4: UK retail sales of leading brands in the fruit juice market, by value, 2018/19 and 2019/20
- **Market leader Ribena hit hardest in juice drinks, Innocent retains lead in smoothies**
Figure 5: UK retail sales of leading brands in the juice drinks market, by value, 2018/19 and 2019/20
- **Fortification and functional claims jump in 2020**
- **2020 sees dramatic drop in adspend for category**
- **The consumer**
- **Four in five people are still category users despite war on sugar**
Figure 6: Usage of fruit juice, juice drinks, smoothies and coconut water, October 2020
- **Fruit juice is most commonly drunk and most popular daily choice**
Figure 7: Frequency of drinking fruit juice, juice drinks, smoothies and coconut water, October 2020
- **Health benefits are key to adding value**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 8: Factors that would encourage people to spend more on a fruit juice, juice drink or smoothie, October 2020

- **Pairing juices and smoothies with food would interest 54%**

Figure 9: Behaviours related to fruit juice, juice drinks and smoothies, October 2020

- **Majority see juices and smoothies as an easy way to boost nutrient intake**

Figure 10: Attitudes towards fruit juice, juice drinks and smoothies, October 2020

- **Heart health leads health-related interests**

Figure 11: Concepts of interest in fruit juice, juice drinks and smoothies, October 2020

- **Nearly half of drinkers prefer cutting the amount of added sugar to reduce sugar content**

Figure 12: Most appealing ways of reducing sugar content in fruit juice, juice drinks and smoothies, October 2020

ISSUES AND INSIGHTS

- **Increased focus on health due to COVID-19 holds opportunities and threats**
- **Income squeeze ups pressures on brands to deliver value**
- **Health benefits are key to adding value**

THE MARKET – KEY TAKEAWAYS

- **COVID-19 severely disrupts the market in 2020**
- **Category will see some bounce-back in 2021**
- **Juice drinks and smoothies' retail sales hit hard by loss of on-the-go occasions**
- **COVID-19 has heightened the spotlight on health**
- **Small growth in under-20s lends limited support for the market going forward**

MARKET SIZE AND FORECAST

- **Impact of COVID-19 on fruit juice, juice drinks and smoothies**
Figure 13: Short, medium and long-term impact of COVID-19 on fruit juice, juice drinks and smoothies, 12 January 2021
- **Loss of on-premise occasions due to COVID-19 delivers a blow to the category**
- **Volume sales had already been on a downward trajectory...**
- **...but COVID-19 severely disrupts the market**
Figure 14: UK value and volume sales of fruit juice, juice drinks and smoothies, 2015-25 (prepared on 14 January 2021)
- **Category will see some bounce-back in 2021...**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **...but 2022-25 not predicted to return to pre-COVID levels**
- **Sugar concerns will continue to plague the market going forward**

Figure 15: UK value sales of fruit juice, juice drinks and smoothies, 2015-25 (prepared on 14 January 2021)

Figure 16: UK volume sales of fruit juice, juice drinks and smoothies, 2015-25 (prepared on 14 January 2021)

- **Market drivers and assumptions**

Figure 17: Key drivers affecting Mintel's market forecast, 2015-25 (prepared on 14 January 2021)

- **Learnings from the last recession**

Figure 18: Value sales of fruit juice, juice drinks and smoothies, 2007-12

- **Forecast methodology**

MARKET SEGMENTATION

- **On-premise closures fuel sharp sales declines**
- **Juice drinks and smoothies' retail sales hit hard by loss of on-the-go occasions**
- **Fruit juice outperforms in 2020**

Figure 19: UK sales of fruit juice, juice drinks and smoothies, by segment, 2015-20

MARKET DRIVERS

- **Government launches new obesity strategy due to COVID-19**
- **Category will continue to feel the pressure, but consumers are open to reduced sugar content**
- **PHE announces results of sugar reduction programme**
- **SDIL sees impressive results across retailer- and manufacturer-branded products**
- **Income squeeze puts fruit juice under pressure...**
- **...but alcohol moderation could provide small gains**
- **Brexit will be felt by 100% fruit juice and smoothies**
- **Introduction of Deposit Return Scheme in Scotland delayed by COVID-19**
- **Small growth in under-20s lends limited support for the market going forward**

Figure 20: Trends in UK population, by age, 2015-20 and 2020-25

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Tropicana benefits from success of 100% fruit juice in retail in 2020**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Market leader Ribena hit hardest in juice drinks, Innocent retains lead in smoothies**
- **Fortification and functional claims jump in 2020**
- **PepsiCo launches reduced sugar ranges for Naked and Tropicana**
- **2020 sees dramatic drop in adspend for category**

MARKET SHARE

- **Tropicana benefits from success of 100% fruit juice in retail in 2020**
Figure 21: UK retail sales of leading brands in the fruit juice market, by value and volume, 2017/18-2019/20
- **Market leader Ribena hit hardest by COVID-19 disruption**
Figure 22: UK retail sales of leading brands in the juice drinks market, by value and volume, 2017/18-2019/20
- **Innocent retains lead in smoothies**
Figure 23: UK retail sales of leading brands in the smoothies market, by value and volume, 2017/18-2019/20
- **Children's smoothie brands are only ones to see growth**

LAUNCH ACTIVITY AND INNOVATION

- **Fortification and functional claims jump in 2020**
Figure 24: Share of launches in the fruit juice, juice drinks and smoothies market with a vitamin/mineral-fortified claim, 2015-20
- **Innocent places emphasis on functional claims in Super Smoothies relaunch...**
Figure 25: Example of the changes in Innocent Super Smoothie front-of-pack messaging, 2018-20
- **...with wide-ranging functional claims for new variants**
- **Innocent makes first entry into juice shots**
Figure 26: Innocent Blue Spark and Blazing Greens, 2020
- **Energy claims continue to rise**
Figure 27: Share of launches in the fruit juice, juice drinks and smoothies market with a functional energy or immune system claim, 2015-20
- **Tropicana calls out magnesium content in relaunched Essentials variants**
Figure 28: Tropicana + Power Punch and Viva Vitality variants calling out magnesium content, 2020
- **Immunity claims become more relevant due to COVID-19**
- **Tropicana puts the spotlight on protecting wellbeing and supporting the immune system**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Figure 29: Recent examples of launches calling out immunity claims, 2020

- **Pomegreat redesigns packaging to call out antioxidants**

Figure 30: Previous and new packaging designs of Pomegreat, 2018 and 2020

- **PepsiCo launches reduced sugar ranges for Naked and Tropicana**

Figure 31: Average sugar content per 100ml in new launches in the juice, nectars and fruit/flavoured still drinks categories, 2015-20

- **Naked Lean launches in January 2020...**

Figure 32: Naked Lean and Tropicana Lean launches with low/reduced sugar claim, 2020

- **...with Tropicana following in September**
- **Sustainability claims see significant increase**

- **Del Monte details how juice from concentrate helps the planet**

Figure 33: Del Monte giving details of its sustainability efforts, 2020

- **Recycling claims remain relevant**

Figure 34: Recent examples of sustainable packaging, 2020

- **Ribena set to make plastic packaging completely sustainable by 2030**

ADVERTISING AND MARKETING ACTIVITY

- **2020 sees dramatic drop in adspend for category**

Figure 35: Total above-the-line, online display and direct mail advertising expenditure on fruit juice, juice drinks and smoothies, by advertiser, 2019-November 2020

- **Innocent spends big on Super Smoothies rebranding**
- **Innocent puts a light-hearted spin on rebranding**
- **New additions to range are focus of further activity...**
- **...followed by a TV advert for the whole range**
- **Rubicon encourages people to make the 'unboring' choice**
- **Fruit Shoot promotes support of Change4Life on social media**
- **Nielsen Ad Intel coverage**

BRAND RESEARCH

- **Brand map**

Figure 36: Attitudes towards and usage of selected brands, December 2020

- **Key brand metrics**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

Figure 37: Key metrics for selected brands, December 2020

- **Brand attitudes: Innocent and Tropicana lead on high-quality image**

Figure 38: Attitudes, by brand, December 2020

- **Brand personality: Children's brands lead on perceived accessibility**

Figure 39: Brand personality – macro image, December 2020

- **Tropicana seen as most delicious**

Figure 40: Brand personality – micro image, December 2020

- **Brand analysis**
- **Innocent scores highest on innovative image**

Figure 41: User profile of Innocent, December 2020

- **Naked enjoys joint highest levels of recommendation alongside Innocent**

Figure 42: User profile of Naked, December 2020

- **Tropicana leads on taste**

Figure 43: User profile of Tropicana, December 2020

- **Rubicon lacks strong positive associations**

Figure 44: User profile of Rubicon, December 2020

- **Capri-Sun has strong image of being good value**

Figure 45: User profile of Capri-Sun, December 2020

- **Robinsons Fruit Shoot shares highest perceptions of fun with Innocent**

Figure 46: User profile of Robinsons Fruit Shoot, December 2020

THE CONSUMER – KEY TAKEAWAYS

- On-premise and on-the-go market severely disrupted by pandemic
- COVID-19 has increased consumer concern surrounding health
- Four in five people are still category users despite war on sugar
- Health benefits are key to adding value
- Majority see juices and smoothies as an easy way to boost nutrient intake
- Pairing juices and smoothies with food would interest 54%
- Money concerns would prompt 52% to trade down
- Nearly half of drinkers prefer cutting the amount of added sugar to reduce sugar content

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- On-premise and on-the-go market severely disrupted by pandemic
- School lunchbox occasions lost during first nationwide lockdown
- Consumer wariness of public places and income squeeze have also impacted market
- Long-term working from home to benefit larger formats
- COVID-19 has increased consumer concern surrounding health
- Category can tap into heightened interest in immunity
- Uplift in interest in sustainability is predicted long term

USAGE OF FRUIT JUICE, JUICE DRINKS, SMOOTHIES AND COCONUT WATER

- Four in five people are still category users despite war on sugar
Figure 47: Usage of fruit juice, juice drinks, smoothies and coconut water, October 2020
- Fruit juice is most commonly drunk and most popular daily choice
Figure 48: Frequency of drinking fruit juice, juice drinks, smoothies and coconut water, October 2020
- Juice drinks are more popular among families
- Smoothies remain an infrequent choice

USAGE OF FRESHLY MADE FRUIT JUICES/SMOOTHIES

- Usage of freshly made fruit juices/smoothies remains steady
Figure 49: Drinking of freshly made fruit juices/smoothies made by respondent, October 2019 and October 2020
- Out-of-home freshly made fruit juices/smoothies hit by COVID-19
Figure 50: Drinking of fruit juice/smoothies freshly made in front of you, October 2019 and October 2020

FACTORS WORTH PAYING MORE FOR IN A FRUIT JUICE, JUICE DRINK OR SMOOTHIE

- Health benefits are key to adding value
Figure 51: Factors that would encourage people to spend more on a fruit juice, juice drink or smoothie, October 2020
- Gut health presents an untapped opportunity for the category
- Significant interest in high fibre can help link with gut health

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **High-fibre ingredients and whole fruits could boost fibre content...**
- **...whilst those with added fibre should be more vocal about link between fibre and digestive health**
- **Juice brands can look to breakfast cereals for inspiration**
Figure 52: Recent examples of breakfast cereals calling out wheat bran fibre and inulin's links with digestive health, 2019-20
- **Less common fruits/berries appeal to nearly a quarter**
Figure 53: Recent international examples of fruit juice and juice drinks made from less common fruits/berries – US and Canada, 2020

BEHAVIOURS RELATED TO FRUIT JUICE, JUICE DRINKS AND SMOOTHIES

- **Pairing juices and smoothies with food would interest 54%**
Figure 54: Behaviours related to fruit juice, juice drinks and smoothies, October 2020
- **Pairing suggestions are currently limited to premium brands**
- **Pairing could help juice brands tap into alcohol moderation**
- **Money concerns would prompt 52% to trade down**
- **Previous recession saw own-label lose share**
- **Demonstrating value through focus on portions**
Figure 55: Recent examples of brands highlighting number of portions to emphasise value and on-pack visual serving guidance, 2020
- **COVID-19 makes immunity claims more relevant**
- **Interest in less common fruits and berries provides potential...**
Figure 56: Recent examples of kiwi and acerola cherry in fruit juice, juice drinks and smoothies, 2020
- **...whilst looking beyond Vitamin C can also create standout**
Figure 57: Lassonde Oasis Health Break ImmuniForce juice and Innocent Rays & Shine juice calling out Vitamin A and D content – Canada/UK, 2020

ATTITUDES TOWARDS FRUIT JUICE, JUICE DRINKS AND SMOOTHIES

- **Majority see juices and smoothies as an easy way to boost nutrient intake**
Figure 58: Attitudes towards fruit juice, juice drinks and smoothies, October 2020
- **Providing tangible measures of nutrients will offer standout**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 59: Recent examples of brands providing back-of-pack information of percentage of daily nutrient intake, 2018-20

- **Juice brands can draw inspiration from other categories**

Figure 60: Recent examples of other categories placing product contribution to nutrient intake front of pack, 2020

- **Alcohol moderation trend holds considerable potential**

Figure 61: Recent examples of mocktail juice drinks, 2019-20

CONCEPTS OF INTEREST IN FRUIT JUICE, JUICE DRINKS AND SMOOTHIES

- **Heart health leads health-related interests**

Figure 62: Concepts of interest in fruit juice, juice drinks and smoothies, October 2020

- **Plant sterols can help brands to tap into heart health interest...**

Figure 63: Recent examples of fruit juice and smoothies containing plant sterols and oat beta-glucan – Canada and UK, 2017-20

- **...as can adding oat beta-glucan**

- **Higher interest in natural high-protein ingredients reflects mixed views on fortification**

- **Natural high-protein ingredients can boost health halo...**

Figure 64: International examples of natural high-protein ingredients in juice drinks and smoothies, 2019-20

- **...whilst brands using added protein should emphasise its naturalness**

Figure 65: Innocent Super Smoothie Berry Protein calling out its added 'protein from plants', 2020

MOST APPEALING WAYS OF REDUCING SUGAR CONTENT IN FRUIT JUICE, JUICE DRINKS AND SMOOTHIES

- **Nearly half of drinkers prefer cutting the amount of added sugar to reduce sugar content**

- **Considerable interest in less sweet variants suggests opportunities for juice drinks**

Figure 66: Most appealing ways of reducing sugar content in fruit juice, juice drinks and smoothies, October 2020

- **Inspiration for "less sweet" messaging can be taken from other categories**

Figure 67: Recent examples of products calling out less sweet proposition, 2020

- **Converting natural sugars to dietary fibres interests 24% for sugar reduction**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Abbreviations
- Consumer research methodology

APPENDIX – MARKET SHARE

Figure 68: UK retail sales of leading manufacturers in the fruit juice market, by value and volume, 2017/18–2019/20

Figure 69: UK retail sales of leading manufacturers in the juice drinks market, by value and volume, 2017/18–2019/20

Figure 70: UK retail sales of leading manufacturers in the smoothies market, by value and volume, 2017/18–2019/20

APPENDIX – LAUNCH ACTIVITY AND INNOVATION

Figure 71: Share of new product launches in the UK fruit juice, juice drinks and smoothies market, by top 20 claims, 2015–20 (sorted by 2019)

APPENDIX – FACTORS WORTH PAYING MORE FOR IN A FRUIT JUICE, JUICE DRINK OR SMOOTHIE

Figure 72: Flavour components in the UK fruit juice, juice drinks and smoothies market, by top 20 flavours, 2015–20 (sorted by 2019)

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.