

Fruit Juice, Juice Drinks and Smoothies - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the fruit juice, juice drinks and smoothies market.
- The outlook for the market in the re-emergence from the pandemic and recovery up to 2026.
- The latest new product development (NPD) trends.
- Consumers' habits around drinking fruit juice, juice drinks and smoothies.
- Consumer behaviours and attitudes towards fruit juice, juice drinks and smoothies.

Signalling huge potential for smoothies to take on a bigger role as delivering nutrition and break into new usage occasions, 66% of under-35s would be interested in smoothies designed to be a meal replacement. An impressive 69% of under-35s are interested in trying a juice cleanse/detox diet.

Squeezed incomes and rising prices in the category are set to have a negative impact on usage frequency of fruit juice, juice drinks and smoothies, while also prompting trading down. Meanwhile, soft drinks which have carved a role as low-cost mood-boosters, with CSDs standing out in this respect, will be more insulated from consumers' economising habits within grocery shopping.

Concerns over sugar continue to be a threat to the market, especially given the heightened focus on nutrition and weight management arising from the pandemic. Looking to less sweet flavours is a promising way to address these, while also appealing on the grounds of taste preferences.

The increased interest in functional food and drink presents a major opportunity for this market, which can be harnessed more effectively by positioning these drinks as alternatives to daily vitamin and mineral supplements. A focus on emotional benefits, for example with drinks that forge associations with aiding concentration or relaxation, can also create compelling differentiation in the functional space.



"With the 'food as medicine' concept gaining traction during the pandemic, functional benefits will be key to keeping fruit juice and smoothies on the menu during the income squeeze in 2022."

– Emma Clifford, Associate Director – Food and Drink Research

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