

# Juice and Juice Drinks - US - 2022

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## This report looks at the following areas:

- Market factors influencing the juice and juice drinks market
- Successful juice and juice drink brands, marketing strategies and innovation opportunity areas
- Juice and juice drink consumption types and purchase formats
- Changes in juice purchase
- Juice and juice drink priorities and concerns
- Juice and juice drink attitudes

As the juice and juice drink category weathers public health tirades against sugar and consumers weather mounting life stressors, many are pausing to reach for juice as a tasty pick-me-up. The percentage of consumers purchasing more juice for added nutrition is down to 40% from 50% the previous year, and almost half (47%) are buying more simply because they enjoy it. As promising as this is for juice and juice drink brands, rising inflation and general supply chain disruptions present a financial barrier to sustained engagement that more consumers may succumb to before the dust settles.

Independent of pricing, juice's nefarious relationship with sugar presents the biggest challenge for the category, and current technologies leave sugar reduction desires, palatability and safety concerns in a gridlock. Still, most consumers (63%) have sustained their purchase behaviors compared to last year and 27% are even buying more, at least temporarily. Brands will need to work to prevent attrition to inherently sugar-free options like water, tea and coffee (see Juice Reduction: Reasons and Swaps).

The biggest opportunity for the juice and juice drinks market is innovation in clean-label "natural" non-nutritive sweeteners that maintain flavor integrity, as well as juice-friendly fiber fortification that ameliorates both sugar rushes and fiber deficiency in a one-two punch. Until then, brands should prioritize a reasonable balance between palatability and general sugar moderation in



"Shifting consumer motivations for increased juice and juice drink purchase demonstrates the duality of the category as both a health tool, and a guilty pleasure."

- Adriana Chychula, Food, Drink and Nutrition Analyst

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their innovations, maintaining interest through new flavors and cocktail/mocktail recipe ideas that expand juice beyond family breakfast.

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- ...and give parents a chance to connect over cocktails

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