

Juice and Juice Drinks - US - 2023

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This report looks at the following areas:

- Total US juice market size, forecast and segment performance
- Changes in juice and juice drink purchase and habits
- Juice and juice drink occasions
- Sweetener preferences in juice/juice drinks
- Perceptions of premium juice/juice drink features
- Attitudes toward juice and juice drinks

The impact of sugar is still on consumers' minds relative to the juice and juice drinks category, of course, but are not exactly a deal breaker. Not only do wellness and pleasure resonate similarly as motivators for increasing juice consumption, but the overlap demonstrates that consumers are not entirely separating the two. 48% of juice drinkers who increased consumption cite using juice as a treat also say they have consumed more juice for health reasons, and 43% of those who have consumed more juice for health reasons say they have also consumed more as a treat.

Still, sweeteners are perplexing and juice drinkers simply want straightforward choices, that ultimately taste good. This means that sugar-eliminating wellness aspirations aside, game time decisions may default to the familiar – and flavorful.

Many consumers still think of juice most commonly for breakfast occasions, despite fairly strong acceptance for a number of other occasions that are ripe for development. As the line between snack and meal also blurs, so do the opportunities for brands to position juices for both with heartier, healthier ingredients that add depth. Blending flavorful innovation and functional formulation can meet consumer demand for products that move the idea of beverage blurring beyond combined drink categories to serving occasions with enhanced purpose.



“Even as flavor and nutrition innovations elevate the familiar and reshape aisles, it is simplicity – juice’s longstanding draw – that remains an undercurrent of juice purchase. However, simple formulations don’t have to be limiting; juice’s fluid nature poises it to shift from wellness to enjoyment and between occasions with ease.”

– **Adriana Chychula, Analyst**
– **Food, Drink & Nutrition**

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