Juice and Juice Drinks - US - November 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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

"While the category benefits from a health halo, the perception of high calories and sugar has stunted recent growth. More and more, health professionals are pointing to the dangers of juice consumption and encouraging moderation (or elimination), especially among children."
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- What impact do sugar/sweeteners have on category participation?
- How can the category compete with other beverage offerings?
- How can the category respond to consumer demand for affordability?

Total US retail sales of juice and juice drinks declined by 4% from 2008-13 (12% when adjusted for inflation), reaching $15.5 billion. While the category benefits from a health halo, assisting consumers with their intake of healthful fruit and vegetables, the perception of high price and high calories and sugar, along with the proliferation of competing beverages, have stunted recent growth.

Consumer demand for healthful foods is exploding. As discussed in Mintel's *Fruit and Vegetables – US, October 2013* , while fruit and vegetables exemplify healthy food, they suffer from a lack of innovation and poor perception of taste and convenience. Juice and juice drinks have the ability to meet the consumer need for flavor variety and convenience. However, the category struggles with a conflicting health image.

Some 34% of respondents to Mintel's custom consumer survey who do not drink or have reduced their consumption of products in the category say it's because they contain too much sugar. The juice drinks segment has outpaced the growth of the larger 100% juice segment in recent years, largely due to the expansion of reduced-calorie and reduced-sugar offerings, in addition to lower price points available. Future growth among 100% juice offerings may come from a growing interest in juicing. The expansion of juice offerings at foodservice could appear as a driver of retail sales, rather than a deterrent, as consumers look for an affordable means of mimicking the health qualities of fresh-squeezed offerings.

In addition to health profile innovation among product launches, flavor innovation can be seen. The expansion of vegetable varieties offers lower sugar and calorie counts. The introduction of tropical/exotic ingredients, such as mango, dragon fruit, and papaya (in addition to the continued popularity of products featuring coconut) may help to attract users interested in flavor variety and meet the taste preferences of the fast-growing non-White and Hispanic populations of the US.

Mintel forecasts the losses to stop in the near future as the market expands healthful, calorie- and sugar-conscious options. Future growth will depend on the category's ability to present its products as convenient and affordable alternatives to competing beverage options.

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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Appendix – Social Media

Appendix – Information Resources Inc. Builders Panel Data Definitions

Appendix – Trade Associations