

Fruit Juice, Juice Drinks and Smoothies - UK - December 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“That consumers are limiting consumption due to concerns about sugar emphasises the importance of reformulation in juice drinks, and fruit juices and smoothies using their health halo and differentiation to support sales. The latter includes giving more details on ingredients, offering more varieties of blends and targeting different usage occasions.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **References to sourcing, seasons and fruit varieties offer ways of adding differentiation**
- **Reducing food and packaging waste needs to be central for juice brands wanting to be seen as sustainable**
- **Scope to target new occasions to drive uptake**

Volume sales of fruit juice, juice drinks and smoothies dipped by 1% in 2018, a continuation of a decline in sales seen over the last five years due to concerns about sugar, but the value of sales increased by 2% to nearly £5.1 billion on the back of rising prices.

Driving volume growth is clearly challenging for brands and retailers, although the much smaller smoothies segment has bucked this trend over the last three years. While emphasising reformulation with less or no added sugar will be important to those in juice drinks, the wider market needs to promote other product benefits to encourage more buying.

The growth of own-label emphasises the challenge faced by brands in differentiating their products given the nature of the product, so NPD (New product development) that gives products standout will be important. This includes highlighting added functional benefits, introducing consumers to new fruit and vegetable blends through in-store sampling and giving more details on sourcing and variety of fruits.

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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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