

Fruit Juice and Juice Drinks - UK - November 2010

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What is this report about?

The fruit juice and juice drinks market is valued at £3.1 billion in 2009 and, while both volumes and values have grown in recent years, the category has been hit by consumers trading down and a reduction in investment in both advertising and innovation. The juice drinks sub-sector has outperformed fruit juice, as many consumers have traded down from the latter to the former, seeking both better value and a healthier product due to its lower fruit and therefore sugar content.

What have we found out?

- Three quarters of consumers drink fruit juice or juice drinks, but despite this impressive penetration, the category has been losing out during the recession as consumers have narrowed their drinks repertoire.
- Fruit juice brands should look to develop a broader offering of juice drinks to take advantage of the fastest growing segment in the market and increase consumption among the fruit juice drinkers, who still represent the majority of the market.
- Premiumisation, particularly through natural and superfood claims, provides a way for fruit juice brands to tap into the juice drink market and limit the number of consumers that trade down.
- Juice and juice drinks brands need to target promotions on the superior taste of their products to tap into the 61% of consumers across the age spectrum that agree that fruit juice and juice drinks taste good compared to other soft drinks.
- The category continues to be dogged by negative perceptions of price, despite widespread discounting during the recession, with two in five consumers believing that fruit juices are expensive for what they are. With fruit prices set to rise in 2011, juice manufacturers need to be clear (in their communication) about their what it is about their product that is worth paying more for.
- This is particularly important for the big juice brands as only 39% of consumers think that juice brands are worth paying more for, although larger households and those with children are more likely to agree, suggesting that brands need to do more to engage with both younger and older adults, with the younger group the ones who have increased their consumption in the last year.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100