

Fruit Juice, Juice Drinks and Smoothies - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Consumer concerns about the high sugar content of fruit juices and smoothies are reflected in the continuing decline in volume sales. However, the openness among consumers to steps that would reduce the sugar content of such drinks suggests scope for the market to engage with health-conscious consumers.”

– Aimee Townshend, Food & Drink Analyst

This report looks at the following areas:

- Reduced sugar juice drinks offer scope to engage health-conscious consumers
- Interest in fruit juices/smoothies with functional benefits can add value to the market
- Dissatisfaction with fruit juices, juice drinks and smoothies in bars/restaurants sees low uptake

Health and cost considerations have seen these drinks largely relegated to the role of an occasional treat, with recent years seeing continuing volume declines in the market.

Recent NPD (New Product Development), however, has looked to address both concerns. Openness among consumers to steps to reduce the sugar content of such drinks, such as through the use of sweeteners or through vegetable juice or coconut water blends, highlights the scope for the market to engage health-conscious consumers.

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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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- Britvic
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The Consumer – Usage of Fruit Juice, Juice Drinks and Smoothies

Key points

Fruit juice enjoys higher usage than juice drinks and smoothies

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