

Fruit Juice, Juice Drinks and Smoothies - UK - November 2016

Report Price: £1995.00 | \$2431.91 | €2216.64

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“Concerns around sugar continue to plague the category. While fruit juice is struggling under this pressure, the launch of no added or low sugar products and varieties claiming functional benefits appear to be helping fruit juice and smoothies. Unease around artificial sweeteners however, remains a concern.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **High demand for transparency on sugar and sweeteners**
- **Supporting portion control can help keep juice on the menu**
- **High openness to smoothies as a meal replaceme**

Estimated at £5.1 billion in 2016, total sales of fruit juice, juice drinks and smoothies grew by 8.7% over 2011-16, while volumes saw a decline of 10.4%, thanks to rising average prices and consumers cutting back due to sugar concerns.

Fruit juice looks likely to continue to suffer from sugar scrutiny, contributing to the forecasted volume decline over 2016-21. Price rises on the back of import inflation will prop up value sales but may dampen volumes further. Juice drinks have maintained volume growth despite the focus on sugar with a number of low/no/reduced sugar launches, which should help to grow the segment. Meanwhile, smoothies' return to growth, thanks to NPD and marketing focused on health, could continue with NPD around new usage occasions.

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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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