

## Made to Order Smoothies - US - April 2017

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"Within the smoothie category, certain legacy elements remain a key area of focus for consumers, such as a focus on fruit and traditional bases like yogurt and dairy milk. However, functional health trends in the beverage space are driving the category forward and creating new areas of opportunity."

**Diana Kelter, Foodservice Analyst**

This report looks at the following areas:

- Shakes and juice remain key areas of competition
- Consumers don't think of non-dairy milk as being a premium offer

### Definition

For the purposes of this Report, Mintel has used the following definitions:

This Report predominantly focuses on made to order smoothie trends. Smoothies are defined as blended drinks made with fruit and/or juice with some kind of thickener, such as fruit puree, dairy milk/non-dairy milk, yogurt or frozen yogurt. "Made to order" means the beverage is prepared on-site and does not include packaged retail items. This Report will focus on consumer behavior, attitudes, and preferences toward smoothies, while also looking at emerging smoothie formats, including smoothie bowls. Consumer attitudes toward juices and shakes are outlined in this Report for competitive comparison, but the focus of this Report is smoothie trends. This Report builds on the analysis presented in Mintel's *Made to Order: Smoothies and Shakes - US, March 2015*.

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