

# A YEAR OF INNOVATION IN JUICE & BEVERAGE CONCENTRATES, 2024

Juice producers continue to focus on consumers' health and nutritional needs. Meanwhile, brands are innovating around cocktail flavours and novel ingredients.



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# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: fortification helps brands to bolster the nutritional appeal of juices

- Juice brands are catering to the needs of health conscious consumers
- Vitamin and mineral fortification leads better-for-you claims in juice launches
  - Graph 1: juice and beverage concentrate launches, by share of top five functional and plus claims, 2023-24
- Juice brands are adding and highlighting health and nutrition benefits

### Europe: mocktails are emerging in the juice category

- Consumers are moderating their alcohol consumption
- Alcohol flavoured juice drinks see growth
  - Graph 2: fruit/fruit flavoured still drink launches, by share of alcohol flavour component, 2019-24
- With one eye on the alcohol reduction trend, juice brands take inspiration from mocktails
- Brand renovation/innovation: Tropicana enters the fruit smoothie market

## The Middle East & Africa (MEA)

- Juice brands highlight inherent and added texture

## ASIA PACIFIC (APAC)

### Asia: juice brands are increasing their use of additives and preservatives

- Consumers are seeking out less processed and more natural juices
- No additives/preservatives claims are in decline in the juice category
- Brands are highlighting natural and additive-free recipes

### Asia: niche and novel flavours are emerging among juice launches

- Consumers are picky about their juice choices
- Juice innovation is focused on popular fruit flavours
  - Graph 3: juice and beverage concentrate launches, by top 10 flavour components, 2023-24
- Juice brands formulate with novel ingredient combinations

## Australia & New Zealand

- Brands are keen to highlight locally sourced ingredients and manufacturing details

## THE AMERICAS

### North America: juice brands are moving away from fruit and vegetable concentrates

- Consumers are looking for 100% juice
- After years of growth, the share of juice launches made with concentrates has declined
  - Graph 4: juice launches, by share of made from concentrate/concentrate ingredient preparation, 2019-24
- 100% fruit and vegetable and minimally processed juices

### North America: juice brands are highlighting functional benefits

- Consumers will pay a premium for functional juices
- Functional claims have stagnated in juice launches in North America
  - Graph 5: juice and beverage concentrate launches, by share of functional claim category, 2019-24
- Juice launches incorporate functional wellness boosts around energy and focus
- Brand renovation/innovation: Mox launches new artisanal alcohol-free mocktails

### Latin America: juice launches explore more sustainable packaging

- Eco-friendly packaging claims are slowly growing in Latin America
  - Graph 6: Latin America; fruit juice and beverage concentrate launches, by share of select claims, 2019-24
- Launches of juice and beverage concentrates flag up sustainable packaging claims

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