Consumers prioritise health when choosing juices. Showcase value with clean labels and functional benefits, while creating excitement with regional fruit flavours.

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Juice & Juice Drinks – Indian Consumer – 2023

This report looks at the following areas:

• Consumption of juice and juice drinks – core users, frequency and type
• Consumer interest in packaged coconut water and opportunities to expand
• Barriers to consumption of juice drinks
• Differentiating factors that can motivate consumers to choose one product over another
• Premiumisation opportunities in juice drink products
• Flavour landscape of the Indian juice drink category
• Opportunities to introduce novel flavours and textures
• Innovations and recommendations to win in the category

Juice and juice drinks are consumed by 60% of Indians – 64% of whom do so at least once a week. Juice drinks resonate with consumers as a snack or meal accompaniment.

Packaged coconut water has gained traction among Indians, reaching just over a third of them, and closely competes with ready-to-drink juices in the juice category. This report explains how and why coconut water products can help recruit more consumers to the category, discussing opportunities to showcase greater value and bolster consumption of packaged coconut water products.

Further, this report explains how the need for healthy hydration drives juice usage. The need to provide higher fruit content and differentiate with added health benefits is also discussed.
in this context, as are opportunities to premiumise products through naturalness, added nutritional ingredients and gut health benefits.

While nutrition and health constitute a major area of focus when choosing juices, it is also worth noting that a third of consumers constantly look for new flavours in juice drinks. This report identifies opportunities to deliver novelty to experimental consumers, while Mintel's Flavourscape AI gives a detailed understanding of the new, emerging and established flavours in the Indian juice category.
EXECUTIVE SUMMARY

• Mintel’s perspective

Key issues covered in this Report

• Overview
• The time is ripe to unlock coconut water’s potential
• The time is ripe to unlock coconut water’s potential
  - Graph 1: top five factors that would motivate frequent juice users to choose one packaged juice/juice drink over another, 2023
• All-natural positioning is vital in premium juices
• All-natural positioning is vital in premium juices
• Novelty seekers want regional fruits and desi flavours
• Novelty seekers want regional fruits and desi flavours
• The outlook for the Indian juice drinks category

KEY TRENDS AND MARKET FACTORS

• What you need to know

Consumers seek clean-label products

• Artificial ingredients can put consumers off
  - Graph 2: top factors when shopping for food, 2023
  - Graph 3: three most important factors when choosing a healthy snack, 2023
• Leverage naturalness as a motivating factor for consuming non-alcoholic drinks
  - Graph 4: launches across non-alcoholic beverage categories with an ‘all-natural’ claim, 2021-23

Health is at the forefront

• Indians rely on food and drink to help them lead a healthier lifestyle and age well
  - Graph 5: functional claims as a share of total launches, by food and drink category, 2021-23
  - Graph 6: consumers who have consumed 5+ food/drink types with added health benefits, by age group, 2022
• Younger consumers seek functional benefits in mainstream food/drink categories
  - Graph 7: consumption of food and/or drink products with added health benefits in the last three months, 2022
  - Graph 8: select factors that would motivate consumption of different non-alcoholic drinks, 2022
  - Graph 9: awareness of and interest in different novel non-alcoholic beverages, by age, 2022
Consumers desire novel experiences
- Graph 10: select consumer behaviors around experiences, 2023

- Consumer desire for novel experiences sets expectations for flavour innovation
  - Graph 11: new flavour as a motivation to consume different non-alcoholic beverages, 2022
  - Graph 12: agreement with select statements about non-alcoholic drinks, 2022

WHAT CONSUMERS WANT AND WHY

- What you need to know

Consumption of juice/juice drinks
- Juice and juice drinks find their core users in the young and affluent consumers
  - Graph 13: consumption of packaged juices/juice drinks in the last three months, 2023
  - Graph 14: frequency of packaged juice/juice drinks consumption in the past three months, 2023
  - Graph 15: select attitudes towards juice, by frequency of consumption, 2023
  - Graph 16: types of packaged juice/juice drinks consumed in the past three months, 2023
  - Graph 17: types of ready to drink juices consumed in the past three months, 2023

- Gen Zs are enthusiastic juice drinkers
  - Graph 18: consumption of select juice drink formats, by age, 2023
  - Graph 19: consumption of select juice/juice drink types, 2023
  - Graph 20: consumers who have replaced carbonated soft drinks with juice/juice drinks, by city tier, 2023
  - Graph 21: types of juice drinks consumed, by juice/juice drink consumption frequency, 2023

Opportunities for coconut water
- Graph 22: launches of coconut water/coconut water-based drinks, 2018-23
  - Graph 23: coconut water drinkers, 2023
  - Graph 24: consumption of types of juice/juice drinks, by frequency of consumption of juices, 2023

- Climate change will bolster the need for healthy hydration
- Demographic profile: coconut water drinkers
- Use coconut water as a tool for advanced hydration
  - Graph 25: willingness to pay more select features in juice/juice drinks, 2023
  - Graph 26: % of coconut water drinks with select claims, 2022-23

- Fulfil the desire for a healthy product that is natural, unprocessed and simple
  - Graph 27: select factors that would motivate coconut water drinkers to choose one juice/juice drink over another, 2023
  - Graph 28: willingness to pay more for select features in packaged juice/juice drinks, 2023

- Dial up health value by coupling coconut water with other healthy ingredients
- Offer budget-friendly hydration in pre-mix powder format
- Elevate the appeal of coconut drinks with chunky texture
- Differentiate with texture
• Brands can extend their range with flavoured versions
• Carbonation can put more zing into coconut water
• Social media can inspire innovative coconut water drinks and mocktails

**Barriers to juice consumption**
- Graph 29: reasons for non-consumption or infrequent consumption of juice/juice drinks, 2023
- Graph 30: reasons for non-consumption or infrequent consumption of juice/juice drinks related to scepticism about their health and nutritional value, 2023
- Graph 31: barriers to juice/juice drinks consumption, non-users vs low-frequency users, 2023
- Graph 32: spending* on non-alcoholic beverages over the past twelve months, 2023
- Graph 33: scepticism about health/nutritional value as a barrier in juice consumption, 2023

• Health/nutrition can justify value
  - Graph 34: select reasons for non-consumption or infrequent consumption of juice/juice drinks, by city tier, 2023

**Motivating factors**
• Consumers prioritise higher fruit content and health benefits
  - Graph 35: top factors that would motivate frequent juice users to choose one packaged juice/juice drink over another, 2023
  - Graph 36: higher fruit content as a top factor that would motivate frequent juice users to choose one packaged juice/juice drink over another, by region, 2023
• Call out and quantify higher fruit content
• Showcase fruit as the heart and soul of the product
  - Graph 37: juice drink launches with functional health benefits as a share of total launches, 2013-23
  - Graph 38: % of juice drink launches with different functional claims, 2022-23
  - Graph 39: added health benefits as a top factor that would motivate frequent juice users to choose one packaged juice/juice drink over another, 2023
• Differentiate with added health benefits
• Younger consumers seek a range of health benefits
  - Graph 40: health benefits that consumers are interested in seeking from food and drink products or supplements, by age, 2023
• Juices offering multiple health benefits can broaden appeal among Gen Z
• Meet diverse health needs via functional juices
• Leverage Aloe vera’s natural and healthy vibe
  - Graph 41: % share of functional juice drink launches, by market, 2021-23
  - Graph 42: agreement with the statement “Trendy packaging will make juice products more appealing, 2023
  - Graph 43: attractive packaging as a top factors that would motivate frequent juice users to choose one packaged juice/juice drink over another, 2023

**Premiumisation opportunities**
• All-natural positioning is a clear route to juice premiumisation
- Graph 44: willingness to pay more for different features in packaged juice/juice drinks, 2023

• Metro consumers make up premium juice’s main audience
  - Graph 45: willingness to pay more for packaged juice/juice drinks that claim to be 100% natural, by age, 2023
  - Graph 46: willingness to pay more for packaged juice/juice drinks that claim to be organic-certified, 2023
  - Graph 47: juice drink launches with select claims, 2018-23

• Position packaged juice as a source of clean nutrition
• Talk about natural offerings from organic farming
  - Case study: Rus Organic champions clean label with its organic cold-pressed range
  - Graph 48: preference for natural sweeteners instead of artificial sweeteners in juice/juice drinks, 2023
  - Graph 49: willingness to pay more for packaged juice/juice drinks that contain natural sweeteners, 2023

• Give consumers the comfort of enjoying juices with natural sweeteners
  - Graph 50: juice drink launches with select claims, 2022-23

• Promote coconut water as a sugar-reduction solution
• Create a clean image with natural sweeteners
• Fortified natural juices can justify a premium
  - Graph 51: juice drink launches featuring a vitamin/mineral-fortified claim, 2018-23
  - Graph 52: willingness to pay more for packaged juice/juice drinks that contain multiple nutritional ingredients, 2023

• Differentiate with added nutrients
• Scale up the nutrient density of juices via fortification
  - Graph 53: willingness to pay more for packaged juice/juice drinks that offer digestive health benefits, 2023
  - Graph 54: non-alcoholic beverage launches with a digestive benefit, by category, 2022-23

• Garner consumer attention by emphasising a ‘happy gut’

Novel flavours and textures in juice drinks
- Graph 55: consumers who agree that they constantly look for new flavours when choosing juices, 2023
- Graph 56: consumers who agree that they constantly look for new flavours when choosing juices, 2023
- Graph 57: select top factors that would motivate consumers to choose one packaged juice/juice drink over another, 2023
- Graph 58: select top factors that would motivate consumers to choose one packaged juice/juice drink over another, 2023

• Leverage interest in regional fruit and Indianised flavours
• Make regional favourites mainstream
• Dial up interest with a dash of familiar desi flavours
  - Graph 59: agreement with select statements about packaged juice/juice drinks, 2023
  - Graph 60: top 15 flavours in juice drink launches, 2022-23
  - Graph 61: top 15 flavours in juice drink launches, 2022-23

• Watermelon and grape are novel flavours, while Alphonso mango, cranberry and peach are emerging in the Indian juice space
• Bring novelty by exploring new and emerging fruit flavours
• Introduce less-explored fruit flavours in packaged format
• Create excitement with emerging flavours
  - Graph 62: select top factors that would motivate consumers to choose one packaged juice/juice drink over another, 2023
• Give consumers the opportunity to explore textural complexity
• Diversify with hybrid formats

APPENDIX
• Report definition
• Consumer survey methodology
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