

# THE FUTURE OF JUICE AND JUICE DRINKS: 2019

Global Annual Review: what's now and what's next for the juice and juice drinks market.



David Faulkner, Associate  
Director - Mintel Food &  
Drink



# Report Content

- A look back and a look ahead

## THE BIG STORIES

- Mintel's perspective

### War on sugar

- Sugar reduction becomes a key priority
- Actual sugar reduction still modest, with Latin America in the lead
  - Graph 1: juice and juice drink launches, average sugar content in g/100ml, by region, Dec 14-Nov 18
- Focus on healthy hydration: juice drinks increasingly leverage water's health halo

### Transparency 2.0

- Wanted: clear sugar labelling
- Taking ingredient transparency to the next level
- Fresh & pure: elevating the positives
  - Graph 2: juice & juice drinks launches featuring "cold-pressed" as a descriptor, per region, Dec 17-Nov 18

### Functional power

- Botanical flavours at the centre of innovation
- Turmeric and ginger are the starring ingredients
- Collagen beauty juice travels from Asia to the West

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Smoothies for the foodie

- Smoothies as nutritious snack meals
- Smoothie Bowls tap into social media craze
- Smoothie kits stepping up

### Juice brands should get streetwise

- Rubicon looks to the street for juice inspiration
- Juice can do more to exploit ethnic flavours
- The lure of the exotic: 'street' and ethnic-inspired launches in the drinks sector

## Sustainability sells

- Sustainability to become a selling point in juice
- Sustainable juice: big gap between supply and demand
- Eco-friendly juice brands

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Juice can address desires for relaxation
- Better Juice: sugar reduction to zoom in on 100% juice
- Beyond plastic: search for innovative packaging solutions

## KEY MARKET DATA

- China is the biggest global juice market by volume
- India's juice market records impressive growth
  - Graph 3: juice (retail), fastest growing markets (5 years CAGR by value)
- Polish consumers drink more juice than the rest of the world
  - Graph 4: juice (retail), per capita consumption (litres), top five markets, 2018 (est)
- 100% juices dominate launch activity in Europe as well as North and Latin America, with juice drinks more active in MEA and APAC
  - Graph 5: juice launches, by region and subcategory, Dec 17-Nov 18
- Apple and orange dominate the flavour ranking
  - Graph 6: juice and juice drinks launches, top flavour components, Dec 17-Nov 18

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([see Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850