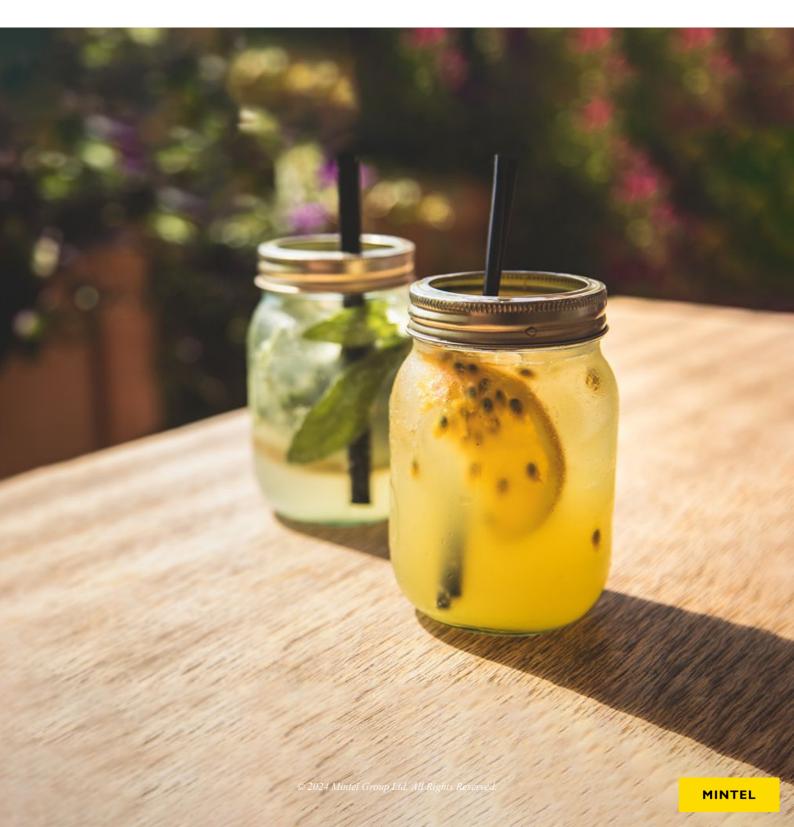
# THE FUTURE OF JUICE AND JUICE DRINKS: 2019

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



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# 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 & amp; pure: elevating the positives
  - Graph 2: juice & juice drinks launches featuring "cold-pressed" as a descriptor, per region, Dec 17-Nov 18

### **Functional power**

- · Botancial flavours at the centre of innovation
- · Tumeric 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

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