

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 & 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

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