

THE FUTURE OF JUICE AND JUICE DRINKS: 2020

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

Zooming in on sugar reduction

- 'Added sugar' a major concern for juice drinkers
- UK sugar tax leads to massive reformulation
 - Graph 1: juice drink launches (ex 100% juice), % containing <5g sugar/100ml, Dec 2015-Nov 2019
- Asia is also getting tough on sugar
- Make more of 'no added sugar' claims without relying on sweeteners

The rise of snack smoothies

- Tap the healthy snacking trend with nutritious smoothies
- Leverage the snacking occasion
- Add healthy fats to nutritious formulations

An area to watch: juice shots

- Tap 'proactive health' mindset with juice shots
 - Graph 2: juice drink launches, % of "shots", Dec 2015-Nov 2019
- Major new entrant: Actimel introduces Fruit & Veg Cultured Shots
- Functional juice shot introductions from around the world address a diverse range of need-states
- Leverage functional power and push category boundaries

IN THE NEXT TWO YEARS

- Mintel's perspective

Appetite for adult juice drinks

- Alcohol reduction trend calls for grown-up alternatives
- Bring joy to 'not drinking' with sophisticated botanical infusions
- Beyond flavours: add 'adult' taste cues

Focus on digestive health

- Narrow the nutritional gap between juice and whole fruit with a fibre boost
- Explore the digestive health potential
- Explore the digestive health potential

The Future of Juice and Juice Drinks: 2020

- Probiotics to gain traction in the juice sector

Potential in zero-waste juice

- Use waste-free ethos to champion sustainability
- Address food waste
- Create a zero-waste supply chain

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Tech-powered sugar reduction
- Drinkable supermeals
- Zero-waste circularity: turning fruit peel into packaging

KEY MARKET DATA

- China is the biggest global juice market by volume
- Juice performance, top five markets
- Europe features the highest relative share of 100% juices
 - Graph 3: juice launches, by region and subcategory, Dec 2018-Nov 2019
- North America leads chilled juice launch activity
 - Graph 4: juice launches, by region and storage type, Dec 2018-Nov 2019
- Apple and orange continue to be the most commonly launched flavours
 - Graph 5: juice and juice drinks launches, top flavour components, Dec 2018-Nov 2019

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

email: 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 |