

THE FUTURE OF JUICE & JUICE DRINKS: 2024

Juice industry players will need to future-proof the juice category by focusing on child-friendly options, adventurous flavour/texture, and digital engagement.



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Report Content



- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

Breathe new life into child-friendly juices

- Children love juice, but new options face health hurdles
- Brands will answer the call for more healthy, specialised juices for children
- Powdered juice mixes will act as 'water enhancers' to improve hydration
- Texture will make juices more fun for children
- Asia offers examples of texture innovation for children

Global flavours and textures can drive appeal

- Exotic flavours and novel textures will appeal to adventurous consumers
- Multiculturalism unlocks the door for more global flavours
- Use familiar foods as springboards to explore exotic flavours
 - Graph 1: consumer interest in select Asian fruit flavours, 2022
- Consumers embrace unfamiliar ingredients when they offer added health benefits
- The bubble tea trend will spark a juice texture revolution

Connecting with digital natives

- Cater to the preferences of digitally connected young consumers
- Influencers will shape product innovations and drive marketing
- Connect with the ever-changing preferences of Gen Alpha
- Mixology stirs up new interest in juices
- Juice brands will up their gaming presence

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Global warming impacts sourcing and sustainability
- PET plastic has the largest share of juice packaging, but is under pressure
 - Graph 2: juice drink launches by packaging material, 2019-23
- rPET will put plastic on a stronger sustainable footing

The Future of Juice & Juice Drinks: 2024

- Both sweetener and sugar-reduction tech matter
- Sweeteners continue an onward march
 - Graph 3: juice launches (not 100% juice), by sweeteners, 2019-23

KEY TAKEAWAYS

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