

## Juice and Juice Drinks - US - October 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Like other non-alcoholic beverage leaders, including CSDs and dairy milk, the category is losing share to other beverage types that offer flavor variety and functional innovation, some with lower sugar/calorie totals. The importance of diversifying consumption occasions can be seen in the growth of snack-friendly smoothies and decline of 100% juice, which is often pigeonholed for breakfast.”  
- **Beth Bloom, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Category stagnation continues**
- **100% juice struggles**
- **Morning leads as breakfast occasion; juice drinks/smoothies are versatile**

### Definition

For the purposes of this Report, Mintel has used the following definitions:

- **100% juice: fruit and vegetable juices, mixes, and concentrates, with no other ingredients added; includes both 100% juice blends and 100% pure juice of a single kind**
- **Juice drinks: juices, mixes, and concentrates, containing ingredients other than fruit and/or vegetable juice, such as corn syrup or other sweeteners and flavorings**
- **RTD (ready-to-drink) smoothies: drinks made with fruit and/or juice with some kind of thickener, such as fruit puree or milk**

Fruit and vegetable juice and juice drinks covered here include those sold in a number of formats:

- **Aseptic (boxed), canned, or bottled**
- **Shelf-stable, refrigerated, or frozen**

Powdered smoothie mixes are excluded from this Report, as are fruit juice energy drinks, such as Rockstar Juiced, and nutritionally enhanced smoothies, such as Muscle Milk. Only products sold at retail are included. Products sold through foodservice, gyms/health clubs, and other non-retail venues are excluded.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### Table of Contents

**Overview**

**Executive Summary**

**The Market – What You Need to Know**

**Market Size and Forecast**

**Market Breakdown**

**Market Perspective**

**Market Factors**

**Key Players – What You Need to Know**

**Leading Company Sales of 100% Juice, Juice Drinks and Smoothies**

**What's Working?**

**What's Struggling?**

**What's Next?**

**The Consumer – What You Need to Know**

**100% Juice, Juice Drink, and Smoothie Purchase**

**Reasons for Purchase**

**Consumption Occasions**

**Retail Placement**

**Types Purchased**

**Appendix – Data Sources and Abbreviations**

**Appendix – Market**

**Appendix – Key Players**

**Appendix – Consumer**

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