

Market Intelligence Digest

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Highlights

- This report focuses on consumers recognizing the importance of the affordability and value of products along with its quality and health.
- The possible innovations in the juice sector are elevating the water status in juice drinks and looking into multi-shots as a blueprint for juice innovation.
- Drink products that are valuable and convenient meal alternatives will gain traction in the coming years.

The Future of Juice & Juice Drinks: 2021 (Part 2)

New era of value creation

COVID-19 offers reset for the juice sector

Pandemic-shocked consumers are seeking a return to what is essential, as explored in the Mintel 2021 Food and Drink Trend Quality Redefined. While affordability is a key need,

there are opportunities to trade consumers up to better-for-you and premium formats by learning from juice shots' 'less is more' approach.

Back to basics: bigger, smaller, affordable

Affordability is an ongoing and major element of value, as consumers will always consider price as a key purchase driver. The upcoming recession in many countries caused by the global pandemic will accelerate this need. Experience from the 2008 financial crisis suggests that people economically at risk will buy more from private labels, and explore larger value packs as well as cheaper formats.

Consumers are apt to be looking for products that are affordable while also delivering on core needs for quality and health. Time is ripe for juice brands to re-consider investing in concentrated formats. Common in syrupy squashes but not regular juices, concentrates are likely to appeal on several grounds: price, the control over sweetness, and taste, and the fact their use is widely seen as more eco-friendly.

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63%

of Brazilians who drink powdered juice do so because it is cheaper than other types of juice



Base: Brazil: 841 internet users aged 16+ who drank powdered juice drinks in the last six months

Source: Lightspeed/Mintel

The sugar battle continues: elevate the water status in juice drinks

Interest in juice concentrates is high, including in mature juice markets: three in five juice consumers in Spain (58%) and Italy (61%) express interest in juice concentrates that they can mix with water to make fruit juices, juice drinks, or smoothies.

Most beverage concentrates available in the market, including juice-based formulations, contain added sugars or sweeteners as well as preservatives, as the majority are designed to be stored on shelves.



Green Bag Carbon Neutral 100% Multifruit Juice Concentrate (Austria)

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Juice brands should look to inject new life into the market with 100% juice concentrates that do not rely on added ingredients.

There is also an opportunity for brands to highlight concentrates' climate-friendly credentials.

Concentrates tend to have a lower carbon footprint than many regular juices, as they weigh less during transport than regular juice, which saves fuel.

Less but better: look to multi-shots as a blueprint for juice innovation

Wellness shots, long a staple of juice bars, have gained noticeable traction in the retail sector in recent years. Typically retailing in small bottles for on-the-go consumption (e.g. 50-100ml), shots can offer important lessons to the mainstream juice sector.

Brands should look beyond the to-go occasion and invest in multi-unit shots for portioned at-home consumption. Such product launches, while still niche, are particularly evident in Nordic countries and offer much wider potential going forward.

Addressing controlled sugar intake, functional benefits, and 'hero' ingredients, the concept offers a great platform to catapult the winning formula of 'shots' into mainstream juice.



Norgesgruppen Extra Strong Ginger Shot, 500ml, 10 shots (Norway)

Brands can use on-pack scale indicators to aid consumers in measuring a single shot, saving them from having to work out nutritional values or portion servings manually.

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Beyond mornings: put the occasion first

Focus on the occasion – breakfast, snack, and lunch – to help consumers

identify smoothies as valuable and convenient meal alternatives.



Breakfast Smoothie

Kellogg's Special K Forest Berries Smoothie

Described as a creamy blend with protein, calcium, and fiber, made with real fruit and at least 87% Australian ingredients (Australia).



Snacking drink

Friya Cucumber & Pear Snacking Drink with Basil Seeds

Features a knife and fork and carries the tagline: "for the little hunger in between" (Germany).

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Salad drink

Ito En Almond Flavor Powers Salad Drink

Made with 120g vegetables, the equivalent to one meal's worth, and 6.5g vegetable protein, including green pea protein (Japan).



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