

# Market Intelligence Digest

Volume 3 Issue No. 07 | February 2021



## Highlights

- Part of the Future of Juice & Juice Drinks: 2021 Report is looking into the industry's sustainability.
- This issue features brands with sustainable initiatives.
- Some brands are investing in their local ingredients for its juice drink products.
- As envisioned by the Mintel 2030 Trend Smart Diets, the emerging personal nutrition sector will see increasing collaboration between food and drink manufacturers and health specialists.

## The Future of Juice & Juice Drinks: 2021 (Part 3)

### The future of juice must be green

Consumers will look to brands that address the planet's critical environmental challenges. While wide-reaching sustainability is still a long way off in the industry,

juice brands can play their part by highlighting sustainable business initiatives and commitments to long-term changes.

### Carbon disclosure claims can make sustainability initiatives more tangible

Explaining the difference their drinks make in tangible terms is key

to turning consumer interest into action.



### Concentrate, less space, and energy

#### Kolonihagen Organic Apple Juice with Ginger

Made of concentrate, which causes less environmental pressure compared to transport of whole fruit, which requires seven times more space (Norway).

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## Climate-compensated transports

### Nobe Sugar Free Aloe Vera Drink with Crispy Apple Flavor

Claims to use climate-compensated transports (Sweden).



## Saves CO2 equivalent of 340 orbits around the world

### Biotta Vital Potato Juice with Fennel Juice

Claims that the new woodchip heating system directly next to the juice factory saves 2,500 tons of carbon dioxide (CO2) per year, corresponding to 340 orbits around the world by plane (Switzerland).

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## Embrace the growing preference for local fruits



### Keitty Preter juice prioritizes seasonal, local ingredients (Brazil)

Juice brands face a major sustainability issue: the widespread use of tropical fruits imported from other parts of the world, which increases their carbon footprint. Over a third (36%) of US adults aged 25-34 say local ingredients would encourage them to buy more juice. COVID-19 has reinforced consumers' preference for local food. In France, 68% of consumers surveyed in May 2020 say that too much food is imported from abroad.

Eliminating the use of imported ingredients can be highly complex, but juice brands could consider taking small steps, such as the introduction of limited edition seasonal flavors. Due to the inherent differences in operation scales, smaller brands will have an advantage over bigger brands when it comes to launching drinks with local ingredients. That said, Coca-Cola India has committed to enhancing local fruit variants in its Minute Maid juice portfolio.

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## Help save biodiversity by supporting bee protection

Biodiversity is among the most complex and vital features of the planet, which is now in danger due in part to habitat destruction and fragmentation.

In recent years, there has been growing awareness of the declining bee population, which contributes to the loss of biodiversity.

Juice brands are well placed to support bee protection (e.g. via wildlife flower strips and insect hotels placed on farms) as a means to support biodiversity.



**Bracia Sadownicy: ingredients from bee-friendly orchards (Poland)**



**Rewe: flower strips and insect hotels support biodiversity (Germany)**

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## In five years and beyond

### Sugar reduction: biotechnology paving the way

Enabled by technology, sugar reduction in 100% juices will reach new heights over the next decade. In the US, Ocean Spray has announced a partnership with Amai Proteins with the plan to develop cranberry juice with at least 40% sugar reduction. Amai Proteins' innovative sugar-reduction solution is a hyper-sweet protein which has been designed to fit the requirements of the juice market, including temperature and acid stability for better shelf-life, great taste, and affordable cost.

Meanwhile, in Thailand, deep-tech startup JuicInnov8 is developing a sugar reduction technology based on non-GM (genetically modified) microbes, enabling juice producers to build healthier, sugar-reduced 100% juices.

Additionally, Better Juice – an Israeli startup using enzymatic technology that converts sugars into dietary fibers in orange juice – has announced that its patent-pending technology is now scaling up.

### Personalization: next-generation drink solutions

As envisioned by the Mintel 2030 Trend Smart Diets, the emerging personal nutrition sector will see increasing collaboration between food and drink manufacturers and health specialists. Nestlé's latest personalized nutrition innovation, the NesQino drink system and app, is targeting young Chinese adults with customizable, functional drinks.

The superfood and base sachets use natural ingredients including fruits, vegetables, nuts, seeds, and microalgae as well as probiotics, and can be combined to make 21 different drinks. Each superfood sachet targets a specific health need such as 'screen rescue', 'focus', and 'antioxidant resilience'.

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Meanwhile, Greenspoon in Japan offers a monthly subscription of personalized smoothies made according to the buyer's body composition and lifestyle.

It provides combinations from more than 60 vegetables, fruits, and superfoods.

## Smart nutrition: complete meal smoothies

The trend of smoothies as meal replacements will continue to evolve over the next decade, with a growing focus on smart nutrition. Smart nutrition smoothies tap into the realm of meal replacements developed for medical purposes or weight management, but are targeted at health- and convenience-focused consumers who seek one-stop meal solutions with a complete nutritional profile.

Driven by brands such as Huel and Soylent, the emerging segment of complete nutrition shakes is expected to grow over the next decade, in line with the Mintel 2030 Trend Smart Diets. The segment also offers a

platform for juice brands looking to unlock new horizons within functional nutrition. Nutrilett Nordic Berry Smoothie by Orkla Care is described as a complete meal containing "all one needs in a meal, no more, no less, and is designed for calorie control with high protein and high fiber".



### Nutrilett Complete Meal Nordic Berries Smoothie (Finland)

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## Mission brands: the human component

Consumers see companies as having the potential to make a difference in the world, as observed by the 2030 Food & Drink Trend Change, Incorporated. Across regions, consumers pay increasing attention to social matters, and activism is on the rise. This will push more brands to act responsibly, beyond 'green' measures – putting people and communities at the center of ethical programs.

In the juice sector, ethical-human and charity claims are still niche (2% of introductions), but are expected to become a core feature for progressive brands in the next decade. In December 2019, following in the footsteps of Innocent, Vita Coco EMEA was certified as a registered B Corporation, a program which encompasses social, economic, and sustainable impacts of business.

## DTI-EMB recommends

This will be a perfect opportunity for PH brands to innovate and upscale their products by giving more focus on sustainability and prioritizing our local ingredients. The PH

exporters may grab this opportunity to widen their market reach as we have local ingredients that have distinct flavor and will attract customers in and out of the country.



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