



Juice in the United Kingdom

November 2023

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Juice in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice sees a decline in off-trade demand as consumers switch out of the category or to the on-trade

New functional products increase in demand, leading to innovation in juice and a drift away from more traditional products

Demand for health and wellness benefits Vita Coco

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There are still opportunities for growth in juice

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