

Global HPP Juice Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global HPP Juice market size was valued at US\$ 1687 million in 2025 and is forecast to a readjusted size of US\$ 2914 million by 2032 with a CAGR of 8.4% during review period.

HPP Juice is a beverage produced by extracting juice from fruit and vegetables using low-speed pressing or hydraulic cold-pressing methods. As the entire processing procedure typically does not involve high-temperature heating, it effectively preserves the flavour, colour, vitamins, minerals and phytonutrients of the raw ingredients. Compared to traditional centrifugal juicing, cold-pressed juice undergoes less oxidation and has a taste closer to that of fresh fruit and vegetables. However, as it is not pasteurised, it usually requires cold-chain storage and has a relatively short shelf life. Some cold-pressed juices undergo further High-Pressure Processing (HPP) to extend their shelf life whilst maintaining good nutritional value and a fresh taste.

HPP Juice is expected to develop toward natural health positioning, lower sugar content, functional formulations, and wider cold-chain distribution. As consumers increasingly prefer additive-free, minimally processed, and nutrient-rich fruit and vegetable beverages, high pressure processing will remain attractive because it preserves flavor, color, and nutritional quality without conventional heat pasteurization. Future products will focus more on cold-pressed juice, NFC juice, preservative-free claims, low-sugar formulas, mixed fruit and vegetable blends, and functional ingredients such as vitamins, dietary fiber, and prebiotics. Distribution will expand through convenience stores, premium supermarkets, e-commerce cold chains, and fitness-related channels. Since HPP Juice requires cold-chain logistics, high equipment investment, and strict shelf-life management, competition will increasingly depend on brand premium, supply-chain efficiency, product differentiation, and positioning in high-

end consumption scenarios.

This report is a detailed and comprehensive analysis for global HPP Juice market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global HPP Juice market size and forecasts, in consumption value (\$ Million), 2021-2032

Global HPP Juice market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global HPP Juice market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global HPP Juice market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for HPP Juice

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global HPP Juice market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Pressed Juicery, Suja Life, Evolution Fresh, Bolthouse Farms, Odwalla, Naked Juice, Raw Generation, Innocent Drinks, B.fresh, Plenish, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

HPP Juice market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Family

Single

Market segment by Raw Material

Cold-pressed Fruit Juice

Cold-pressed Vegetable Juice

Cold-pressed Fruit and Vegetable Juice

Market segment by Function

Standard Nutrition Type

Low-Sugar Type

Detox Type

Energy Boost Type

Other

Market segment by Application

Supermarkets

Restaurants and Hotels

Others

Market segment by players, this report covers

Pressed Juicery

Suja Life

Evolution Fresh

Bolthouse Farms

Odwalla

Naked Juice

Raw Generation

Innocent Drinks

B.fresh

Plenish

The Juice Brothers

Greenhouse Juice

Loop Mission

Sonatural

Aijia Food

Nongfu Spring

Huiyuan Juice

Lingdu Guofang

Wei Chuan Foods

Kagome

Maeil Dairies

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe HPP Juice product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of HPP Juice, with revenue, gross margin, and global market share of HPP Juice from 2021 to 2026.

Chapter 3, the HPP Juice competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and HPP Juice market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of HPP Juice.

Chapter 13, to describe HPP Juice research findings and conclusion.

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