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Juice Testing Market by Product Type (Fruit Juices, Vegetable Juices, Concentrates), Technology (Manual Testing Technologies and Instrument-based Testing Technologies), Test Type (Microbial Testing, Chemical Testing), and Region - Global Forecast to 2030

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Abstracts

The global market for juice testing is estimated to be valued at USD 0.86 billion in 2025 and is projected to reach USD 1.28 billion by 2030, at a CAGR of 8.2% during the forecast period. The rising consumer demand for clean-label, allergen-free, reduced-sugar, and low-sugar beverages is reshaping the global juice industry, driving manufacturers to reformulate products with healthier, more transparent ingredients. As health-conscious consumers increasingly seek out drinks with minimal additives, no allergens, and lower sugar content, regulatory bodies have tightened labeling and safety requirements. This shift is significantly boosting the juice testing market, as producers must validate nutritional claims, allergen absence, and reduced sugar levels through advanced testing. As a result, the need for rigorous chemical, nutritional, and allergen analyses is expanding rapidly, reinforcing quality assurance and consumer trust across global juice markets.

“Cold-pressed juice segment is expected to be the fastest-growing by product type in the juice testing market.”

Cold-pressed juice is expected to be the fastest-growing segment in the juice testing market due to its perceived health benefits, minimal processing, and clean-label appeal. As consumers increasingly opt for beverages free from artificial additives, preservatives, and excessive sugar, cold-pressed juices stand out for their purity and nutrient retention. This shift in preference has driven the demand for rigorous testing to ensure safety, authenticity, and compliance with nutritional claims. Manufacturers are investing

in advanced testing methods to verify the shelf life, microbial safety, and ingredient integrity. The segment's growth is also fueled by the premium positioning of cold-pressed juices in health-conscious markets.

"The rapid/instrument-based technologies segment holds the largest market share in the technology segment of the juice testing market."

Rapid/Instrument-based technologies represent the largest segment in the juice testing market due to their high accuracy, speed, and ability to detect a wide range of contaminants and quality markers. These technologies include advanced techniques such as chromatography (HPLC, GC-MS, LC-MS/MS), spectroscopy (UV, NIR, FTIR), polymerase chain reaction (PCR), enzyme-linked immunosorbent assay (ELISA0029), and sensor-based technologies. These tools are critical for detecting pesticide residues, mycotoxins, preservatives, and other adulterants in juice products. Their efficiency in real-time analysis and compliance with safety standards make them indispensable for producers aiming to maintain product quality, ensure consumer safety, and meet stringent regulatory requirements in a competitive market.

North America holds a significant market share in the global juice testing market.

North America holds a significant market share in the juice testing market, driven by its stringent food safety regulations, growing health consciousness among consumers, and a strong presence of premium juice brands. Regulatory bodies like the FDA and USDA enforce strict compliance for food & beverage safety, which compels manufacturers to invest in advanced testing technologies. The rising demand for clean-label, organic, and cold-pressed juices has further intensified the need for comprehensive quality testing, including authenticity, allergen, and nutritional analysis. Additionally, a well-established network of testing laboratories and technological innovation in analytical methods support market growth. As consumer preference shifts toward healthier and transparently labeled beverages, the region continues to witness strong demand for reliable juice testing solutions.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the juice testing market:

By Company Type: Tier 1 – 25%, Tier 2 – 45%, and Tier 3 – 30%

By Designation: Directors – 20%, Managers – 50%, Executives - 30%

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By Region: North America – 25%, Europe – 30%, Asia Pacific – 20%, South America – 15%, and Rest of the World – 10%

Prominent companies in the market include Eurofins Scientific (Luxembourg), SGS Soci?t? G?n?rale de Surveillance SA (Switzerland), ALS (Australia), Intertek Group plc (UK), M?rieux NutriSciences Corporation (France), Certified Group (US), T?V S?D (Germany), Symbio Labs (Australia), Alfa Chemistry (US), FoodChain ID (US), AGQ Labs (Spain), Tentamus (Germany), LAUDA DR. R. WOBSER GMBH & CO. KG (Germany), Centre Testing International (China), and Agilent Technologies, Inc. (US).

Other players include FARE Labs (India), Co-Laboratory (US), Pacific Lab (Singapore), AccreditedTestLabs (US), Amlab Services Pte. Ltd. (Singapore), DLG e.v. (Germany), Co-Laboratory (Singapore), Opal Research And Analytical Services (India), Fera Science Limited (UK), and Lilaba Analytical Laboratories (India).

Research Coverage:

This research report categorizes the juice testing market by product type (fruit juices, vegetable juices, mixed juices, concentrates, cold-pressed juices, and other product types), technology (manual/conventional testing technologies, and rapid/instrument-based testing technologies), test type (microbial testing, chemical testing, nutritional content testing, physical parameter testing, allergen testing, and fraud test), and region (North America, Europe, Asia Pacific, South America, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities influencing the growth of the juice testing market. A detailed analysis of the key industry players has been done to provide insights into their business overview, services, key strategies, contracts, partnerships, agreements, service launches, mergers & acquisitions, and other recent developments associated with the juice testing market. Competitive analysis of upcoming startups in the juice testing market ecosystem is covered in this report. Furthermore, industry-specific trends such as technology analysis, ecosystem and market mapping, and patent and regulatory landscape are covered in the study.

Reasons to buy this report:

The report will help market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall juice testing and the subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (increasing incidences of contamination and foodborne illnesses driving stricter regulatory requirements), restraints (high costs associated with advanced testing equipment and lab infrastructure), opportunities (expansion of testing services in emerging markets such as Africa), and challenges (adapting to evolving global food safety regulations) influencing the growth of the juice testing market.

Service Launch/Innovation: Detailed insights on R&D activities and service launches in the juice testing market.

Market Development: Comprehensive information about lucrative markets – the report analyzes the juice testing market across varied regions.

Market Diversification: Exhaustive information about new services, untapped geographies, recent developments, and investments in the juice testing market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparisons, and product footprints of leading players such as Eurofins Scientific (Luxembourg), SGS Soci?t? G?n?rale de Surveillance SA (Switzerland), ALS (Australia), Intertek Group plc (UK), and M?rieux NutriSciences Corporation (France) in the juice testing market.

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