

Europe Juices - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The Europe Juices Market size is estimated at 37.55 billion USD in 2024, and is expected to reach 47.44 billion USD by 2030, growing at a CAGR of 3.97% during the forecast period (2024-2030).

Reduced sugar intake by consumers in the region is driving the growth of the 100% juice segment

In 2023, the 100% juice segment dominated the market, capturing the largest market share. In 2022, approximately 50% to 55% of adults actively sought to reduce their sugar intake, highlighting widespread concerns over this ingredient. In the United Kingdom, 53% of females and 45% of males who aimed to cut down on sugar preferred food and drinks with reduced or no sugar content. This trend toward healthier choices extends to night-time drinking occasions, with a growing emphasis on low-sugar and non-sweet flavors.

As the demand for juices surged in the region, imports followed suit. In 2022, the Netherlands, France, Germany, the United Kingdom, and Belgium emerged as the top importers, collectively accounting for 80% of European imports. Orange juice leads the pack as the most-produced juice in Europe, accounting for 24% of the market. Other significant juice varieties include juice mixtures (21%), apple juice (15%), and grape juice (8%). Fruit purées and concentrated fruit purées are used in the manufacturing of specific juices (such as strawberry, peach, and apricot). They are obtained by suitable processes; for instance, by sieving, grinding, and milling the edible part of the whole/peeled fruit, without removing juice.

Juice drinks, with juice content up to 24%, are gaining traction and are projected to witness a CAGR of 4.15% during 2024-2030. Companies are increasingly tailoring their juice drink offerings to cater to the preferences of health-conscious consumers. In the United Kingdom, over half of the 16 to 24 age group consumed juice drinks daily in 2021. Orange juice reigns supreme as the most favored juice in the United Kingdom, especially among younger adults. In 2022, the per capita fruit juice consumption in the country stood at approximately 16.1 liters.

Climatic influences with a rise in hectic lifestyles drive the consumption of different juices in the region

In Europe, the fruit juices market is witnessing a surge in demand for chilled organic variants, driven by a growing consumer preference for natural products. Consumers are becoming increasingly informed and able to distinguish the quality of products, influenced by factors like climate, premiumization, and evolving lifestyles. The increase in fast-paced lifestyles presents an opportunity for "on-the-go" juice consumption. Health-conscious and ethically-minded consumers are gravitating toward fruit juices in the 100% juice format, which accounted for a 62.56% value share in 2023.

Among European countries, Germany led in terms of juice consumption by value in 2023. The country's beverage culture, coupled with a rising number of juice processing units, is fueling the demand for juices. However, in terms of consumption volume, the Netherlands took the lead and is expected to maintain the lead throughout the study period. Taste preferences, followed closely by health benefits, drive juice consumption in the Netherlands. For instance, in 2022, a significant majority (80%) of Dutch consumers cited taste as the primary reason for consuming fruit juices, while an additional 33% highlighted health benefits.

Turkey stands out as the fastest-growing market, and it is projected to record a CAGR of 6.46% in value from 2023 to 2030. This growth is partly attributed to a regulation that bans the sale of nectars in schools. This policy shift has prompted many nectar producers to pivot toward fruit juice production, ensuring their continued presence in school establishments.

Europe Juices Market Trends

Juices are perceived as healthier than other soft drinks, which is driving sales in the segment

In Europe, especially the United Kingdom, more than half of people aged 16 to 24 consumed juice drinks at least once a day in 2022. Orange juice is the most popular type of juice in the UK, and it is consumed more frequently by younger adults.

Many consumers are looking for juices that are high in vitamins, minerals, and antioxidants, and low in sugar and calories and avoid juices containing artificial sweeteners and added sugar.

The sales of the juice segment are related to the health and wellness trends in the country. European demand for orange juice could decline due to the penetration of other flavors in the market in addition to the changing consumer preference towards innovative flavors.

The majority of adults around 57% are actively taking steps to limit/reduce their sugar intake, reflecting widespread concerns over this ingredient.

Europe Juices Industry Overview

The Europe Juices Market is fragmented, with the top five companies occupying 8.32%. The major players in this market are Britvic PLC, Eckes-Granini Group GmbH, Maspex Wadowice Grupa, Suntory Holdings Limited and Tropicana Brands Group (sorted alphabetically).

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