

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

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Abstracts

The North America Juices Market size is estimated at 46.54 billion USD in 2024, and is expected to reach 49.31 billion USD by 2030, growing at a CAGR of 0.97% during the forecast period (2024-2030).

Consumers looking for clean-label products and increased health concerns are boosting sales

From 2019 to 2023, off-trade sales of juice drinks saw a 3.29% growth in sales value. This surge can be attributed to a shift in consumer preferences toward healthier options, particularly those rich in vitamins and minerals. In 2022, nearly 70% of adults aged 20 and above consumed fruit juices once or twice daily, bolstering retail sales that year.

100% juices accounted for the largest share in the market in 2023, witnessing a growth of just 0.9% in terms of sales value from 2020 to 2023. This growth was dampened by increased retail prices and an increased interest in alternative products like organic juices and those with clean labels. Nectars, with juice content ranging from 25% to 99%, are gaining traction among consumers. They are projected to comprise the fastest-growing segment, recording a CAGR of 1.17% from 2024 to 2030. This shift toward nectars can be attributed to the region's high per capita juice consumption, which stood at approximately 17.5 million liters in 2022. Consumers are increasingly drawn to nectars due to their clean label attributes, such as the use of honey as a natural sweetener and the absence of preservatives and artificial colorings.

Another emerging trend is the rising popularity of juice drinks with juice content up to 24%. These drinks are projected to witness a CAGR of 1.11% from 2024 to 2030. This growth can be attributed to companies innovating their juice drink offerings to cater to health-conscious consumers. These consumers are actively seeking beverages with lower calorie counts, reduced sugar content, and minimal additives. Additionally, as Americans prioritize nutrition in their diets, they are exploring new avenues to meet their daily dietary requirements.

The robust fruit production and processing industry, combined with a surge in consumer demand for vitamin-rich beverages led by the discerning tastes of US consumers, is propelling the growth

From 2021 to 2023, the North American juice market witnessed a 1.65% growth in terms of value. Consumers in the region are increasingly gravitating toward nutrient-rich beverages, presenting a significant opportunity for brands to establish a strong foothold. Key players in the North American juice market include Florida's Natural, Minute Maid, Ades, Tropicana, Snapple, and Clamato. The market is also witnessing a surge in demand for health-conscious juices. In 2023, 40% of American juice and smoothie consumers increased their juice intake, primarily for a boost in vitamins. Juice sales in North America are projected to grow by 3% in terms of value from 2024 to 2027.

The United States leads the North American juice market, with sales expected to rise by 1.27% in 2025 compared to 2022. The US juice market is closely tied to its robust fruit production and processing industry. In 2023, US fruit production saw a notable uptick of 23%, reaching 819,000 metric tons. California accounts for roughly half of the nation's fruit acreage, followed by Florida with nearly a quarter and Washington with around a tenth.

Canada holds the second-largest market share for juice consumption in North America. In 2023, 100% juice emerged as the top-selling category in Canada, commanding a volume share of 54.4%. A growing emphasis on healthy food and beverage choices is expected to further boost the demand for 100% juice in Canada. In 2023, 57% of Canadian consumers prioritized food and drinks that offered holistic health benefits, spanning heart health, gut health, stress management, and immune support. The sales volume of 100% juice is projected to register a CAGR of 1.28% from 2024 to 2030.

North America Juices Market Trends

Consumer perception of juices being healthier than other soft drinks, fuels segment sales

In North America, especially in the United States, juices are often consumed, especially on special occasions, such as birthdays, holidays, and religious festivals. For example, orange juice is often served at Christmas breakfast, while cranberry juice is often served at dinner parties.

Consumers are also interested in juices that contain specific functional ingredients, such as probiotics, antioxidants, vitamins minerals, flavonoids, and omega-3 fatty acids. These ingredients are perceived to have health benefits, such as boosting the immune system, reducing inflammation, and other benefits.

Under the Juice segment, 100% juices have been gaining popularity among consumers due to the health benefits associated with it. The average selling price of 100% juices is valued at USD 2.65 per liter as of 2022.

In the US, health-conscious juice trends are also on the rise. Around 40% of US juice and smoothie drinkers are drinking more juice compared to 2021 as a way of increasing their vitamin intake.

North America Juices Industry Overview

The North America Juices Market is fragmented, with the top five companies occupying 13.42%. The major players in this market are Keurig Dr Pepper, Inc., Ocean Spray Cranberries, Inc., The Coca-Cola Company, The Kraft Heinz Company and Tropicana Brands Group (sorted alphabetically).

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Contents

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Consumer Buying Behaviour

4.2 Innovations

4.3 Brand Share Analysis

4.4 Regulatory Framework

5 MARKET SEGMENTATION (INCLUDES MARKET SIZE IN VALUE IN USD AND VOLUME, FORECASTS UP TO 2030 AND ANALYSIS OF GROWTH PROSPECTS)

5.1 Soft Drink Type

5.1.1 100% Juice

5.1.2 Juice Drinks (up to 24% Juice)

5.1.3 Juice concentrates

5.1.4 Nectars (25-99% Juice)

5.2 Packaging Type

5.2.1 Aseptic packages

5.2.2 Disposable Cups

5.2.3 Glass Bottles

5.2.4 Metal Can

5.2.5 PET Bottles

5.3 Distribution Channel

5.3.1 Off-trade

5.3.1.1 Convenience Stores

5.3.1.2 Online Retail

5.3.1.3 Supermarket/Hypermarket

5.3.1.4 Others

5.3.2 On-trade

5.4 Country

5.4.1 Canada

5.4.2 Mexico

5.4.3 United States

5.4.4 Rest of North America

6 COMPETITIVE LANDSCAPE

6.1 Key Strategic Moves

6.2 Market Share Analysis

6.3 Company Landscape

6.4 Company Profiles

6.4.1 Brynwood Partners

6.4.2 Citrus World, Inc.

6.4.3 Grupo Jumex, S.A. de C.V.

6.4.4 Keurig Dr Pepper, Inc.

6.4.5 Knouse Foods Cooperative, Inc.

6.4.6 Langer Juice Company, Inc.

6.4.7 National Beverage Corp.

6.4.8 National Grape Co-Operative Association, Inc.

6.4.9 Ocean Spray Cranberries, Inc.

6.4.10 PepsiCo, Inc.

6.4.11 S. Martinelli & Company

6.4.12 The Coca-Cola Company

6.4.13 The Kraft Heinz Company

6.4.14 The Vita Coco Company Inc.

6.4.15 Tropicana Brands Group

6.4.16 Wm. Bolthouse Farms, Inc.

7 KEY STRATEGIC QUESTIONS FOR SOFT DRINK CEOS

8 APPENDIX

8.1 Global Overview

8.1.1 Overview

8.1.2 Porter's Five Forces Framework

8.1.3 Market Dynamics (DROs)

8.2 Sources & References

8.3 List of Tables & Figures

8.4 Primary Insights

8.5 Data Pack

8.6 Glossary of Terms

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