

# Juices And Juice Concentrates Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Juices, Juice Concentrates), By Concentration (Concentrated, Non-concentrated), By Distribution Channel, By Application

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## Abstracts

The Juices And Juice Concentrates Market is valued at USD 31.1 billion in 2025 and is projected to grow at a CAGR of 3.2% to reach USD 41.2 billion by 2034. The Juices and Juice Concentrates Market spans a wide spectrum of beverages and food ingredients derived from fruits and vegetables, encompassing ready-to-drink (RTD) juices and concentrated extracts used in manufacturing. This market serves both end consumers and B2B buyers in foodservice, bakery, beverage, and nutraceutical industries. While traditional juice categories like orange and apple remain dominant, demand has increasingly shifted toward functional, low-sugar, organic, and exotic juice blends. Juice concentrates offer benefits such as extended shelf life, cost-efficiency, and ease of transport, making them integral to large-scale processing. With evolving health trends and a growing global preference for natural products, this market remains dynamic and innovation-driven. The global juices and juice concentrates market experienced steady growth, especially in Asia-Pacific and North America. RTD juices enriched with immunity-boosting ingredients such as ginger, turmeric, and elderberry saw increased shelf space in retail. Concentrates gained popularity among packaged food manufacturers for their versatility and lower shipping costs. Cold-pressed and not-from-concentrate (NFC) juices captured health-conscious consumer interest. Meanwhile, supply chains experienced pressure due to erratic weather patterns impacting citrus and berry harvests. Beverage brands responded with blended juices, seasonal SKUs, and sustainable packaging innovations. Clean-label claims, QR-coded sourcing information, and minimalist branding gained traction in both premium and mass-market categories. The market is expected to grow through the expansion of fortified and functional juice

offerings targeting wellness trends like digestion, hydration, and energy. Juice concentrates will see expanded use in plant-based food manufacturing and health supplements, especially as natural colorants and sweeteners. Innovations in fermentation and probiotic juice blends will open new product categories. Digital labeling and sustainability certifications will become standard, influencing consumer trust and brand differentiation. Market players will focus on reducing sugar while preserving flavor, expanding into sustainable agricultural sourcing, and investing in cold-chain logistics to support premium juice delivery. Health-conscious convenience will be the defining growth driver of this evolving market.

### Key Insights Juices And Juice Concentrates Market

OG Analysis highlights the rising popularity of functional juices enriched with adaptogens, probiotics, and antioxidants targeting specific health benefits such as gut health, mental clarity, and energy boosts.

Cold-pressed and not-from-concentrate (NFC) juices are trending in premium segments, offering fresh taste and nutrient retention for discerning consumers seeking less-processed options.

According to OG Analysis, blended fruit-vegetable juices are trending, combining familiar and exotic flavors (e.g., beet-carrot-orange or apple-spinach-kiwi) to appeal to health-focused and adventurous consumers alike.

Digitally interactive packaging, including QR codes linking to sourcing and sustainability information, is trending as brands seek to build transparency and engage conscious buyers.

Upcycling of fruit pulp and skins into juice-derived products or nutritional add-ins is gaining traction, aligning with circular economy and food waste reduction trends.

OG Analysis identifies growing consumer demand for healthier beverage alternatives—free from artificial additives and excessive sugar—as a core driver for juice and juice concentrate innovation.

Increasing use of juice concentrates in packaged foods and beverages due to their long shelf life and flavor intensity is driving demand in the food processing industry, says OG Analysis.

OG Analysis notes that advancements in cold-chain logistics and pasteurization are enabling the wider distribution of premium fresh juices with preserved nutritional profiles.

The rise in plant-based diets and functional nutrition is fueling demand for fruit and vegetable juice-based products with added health benefits and meal-replacement potential.

OG Analysis highlights consumer skepticism toward concentrates in health-conscious markets, where “from concentrate” is sometimes perceived as less natural compared to fresh or NFC alternatives.

According to OG Analysis, raw material price volatility—driven by seasonal crop fluctuations and climate change—is a significant challenge impacting cost structures and supply chain stability for both juices and concentrates.

## Juices And Juice Concentrates Market Segmentation

### By Type

Juices

Juice Concentrates

### By Concentration

Concentrated

Non-concentrated

### By Distribution Channel

Supermarket Or Hypermarkets

Convenience Stores

Specialty Food Stores

Online Retail

Other Distribution Channels

### By Application

Bakery And Confectionery

Beverages

Dairy Food

Soups And Sauces

Other Applications

### Key Companies Analysed

Welch Foods Inc.

SVZ International B.V.

Sudzucker AG

Ingredion Incorporated

D?hlerGroup

Symrise AG

Kanegrade Limited

The Archer-Daniels-Midland Company

Ocean Spray Cranberries Inc.

Del Monte Pacific Ltd.

Keurig Dr Pepper Inc.

Nestle S.A.

PepsiCo Inc.

The Coca-Cola Company

Northwest Naturals LLC

IPRONA S.p.A.

Kerry Group plc

Kirin Holdings Company Limited

AGRANA Beteiligungs AG

CitroGlobe Srl

Ciatti Company

Berrifine AS

Tampico Beverages Inc.

SunOpta Inc.

Tree Top Inc.

Tropicana Products Inc.

Citrosuco

Louis Dreyfus Company B.V.

China Haisheng Juice Holdings Co. Ltd.

Refresco Group BV .

### Juices And Juice Concentrates Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Juices And Juice Concentrates Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Juices And Juice Concentrates market data and outlook to 2034

United States

Canada

Mexico

Europe — Juices And Juice Concentrates market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Juices And Juice Concentrates market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Juices And Juice Concentrates market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Juices And Juice Concentrates market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Juices And Juice Concentrates value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Juices And Juice Concentrates industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Juices And Juice Concentrates Market Report

Global Juices And Juice Concentrates market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Juices And Juice Concentrates trade, costs, and supply chains

Juices And Juice Concentrates market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Juices And Juice Concentrates market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Juices And Juice Concentrates market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Juices And Juice Concentrates supply chain analysis

Juices And Juice Concentrates trade analysis, Juices And Juice Concentrates market price analysis, and Juices And Juice Concentrates supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Juices And Juice Concentrates market news and developments

### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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