

# **Cold-Pressed Juices & Botanical Drinks Market Forecasts to 2032 – Global Analysis By Product Type (Cold-Pressed Juices, Infused Botanical Drinks, Herbal Tonics and Plant-Based Shots), Ingredient Type, Packaging, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Cold-Pressed Juices & Botanical Drinks Market is accounted for \$1.4 billion in 2025 and is expected to reach \$2.2 billion by 2032 growing at a CAGR of 7% during the forecast period. Cold-pressed juices and botanical drinks are minimally processed beverages made by extracting nutrients from fruits, vegetables, herbs, and botanicals without heat. This method preserves vitamins, enzymes, and natural flavors, appealing to health-conscious consumers. Botanical drinks often include adaptogens, antioxidants, and functional ingredients like turmeric or ashwagandha. These products cater to wellness trends focused on detoxification, immunity, and natural energy, and are popular in premium retail, fitness, and holistic lifestyle markets.

According to the Food and Agriculture Organization (FAO), the surge in cold-pressed and botanical beverages reflects a global shift toward nutrient-dense, plant-based formulations emphasizing clean labels and minimal processing.

Market Dynamics:

Driver:

Growth in plant-based nutrition trends

The market is propelled by surging consumer preference for plant-based diets and natural functional beverages. Cold-pressed juices and botanical drinks are perceived as healthier alternatives to carbonated and processed drinks, aligning with wellness-focused lifestyles. Spurred by rising veganism, clean-label demand, and immunity-boosting awareness, consumption is accelerating across global markets. Younger demographics and urban populations are particularly driving uptake. Furthermore, the rising influence of fitness culture and dietary transparency strengthens adoption. These factors collectively fuel robust growth momentum in the market.

#### Restraint:

##### High production and logistics costs

A major restraint for the industry is the high cost associated with producing and distributing cold-pressed juices and botanical drinks. The cold-pressing process requires specialized machinery, short shelf-life management, and stringent cold-chain logistics, all of which increase expenses. Limited preservatives further add to operational complexities, restricting scalability in price-sensitive markets. High raw material costs, particularly for organic fruits and botanicals, elevate retail prices. Consequently, affordability becomes a challenge for broader consumer segments. These cost barriers hinder mass-market penetration, confining growth primarily to premium categories.

#### Opportunity:

##### E-commerce and direct-to-consumer growth

Expanding digital commerce platforms present significant opportunities for cold-pressed juices and botanical drinks. Direct-to-consumer (D2C) models allow brands to bypass traditional retail margins while offering personalized subscription plans. Spurred by growing online grocery adoption and health-focused digital communities, companies can build stronger consumer engagement. E-commerce also enables niche players to scale beyond regional boundaries. Additionally, digital data analytics help brands track consumption preferences and innovate rapidly. This expansion into online retail channels is expected to significantly broaden product reach and market penetration.

#### Threat:

## Regulatory scrutiny on health claims

The market faces a critical threat from stringent regulatory oversight on product labeling and health benefit claims. Cold-pressed juices and botanical drinks often emphasize detoxification, immunity, or anti-inflammatory properties, which attract regulatory attention. Unsubstantiated claims may lead to compliance penalties and erode consumer trust. Moreover, varying regional frameworks complicate global marketing strategies. These challenges increase compliance costs and slow down product rollouts. Hence, ensuring scientific validation and transparent communication becomes vital for safeguarding brand credibility in this evolving market.

## Covid-19 Impact:

The pandemic reshaped demand dynamics in the cold-pressed juices and botanical drinks market. On one hand, heightened focus on immunity and preventive health boosted sales of functional beverages with natural ingredients. Consumers sought detoxifying and vitamin-rich products as part of daily nutrition. However, supply chain disruptions, raw material shortages, and restricted retail access initially hampered growth. Online sales and D2C models mitigated losses, with many brands pivoting to digital channels. Post-pandemic, the market continues benefiting from long-term wellness-focused consumption shifts.

The cold-pressed juices segment is expected to be the largest during the forecast period

The cold-pressed juices segment is expected to account for the largest market share during the forecast period propelled by growing demand for nutrient-dense, minimally processed beverages. Consumers increasingly associate cold-pressed juices with freshness, purity, and functional health benefits. The segment's appeal is strengthened by innovations in exotic fruit blends, detox formulations, and organic variants. Retail expansion across supermarkets, convenience stores, and digital platforms further accelerates sales. Despite higher costs, premium positioning and clean-label appeal drive strong adoption. This segment remains central to market growth.

The fruits segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the fruits segment is predicted to witness the highest growth rate, influenced by rising demand for natural functional beverages infused with herbs, spices, and adaptogens. Consumers are increasingly turning to botanicals for stress

relief, improved digestion, and immunity enhancement. The segment is further propelled by growing preference for alcohol-free wellness beverages and cultural integration of herbal traditions. Start-ups and niche brands are innovating with unique flavor profiles and wellness claims. This strong momentum positions botanical drinks as a high-growth submarket.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, fuelled by strong health awareness, population size, and widespread consumption of natural beverages. Traditional herbal practices in countries such as India, China, and Japan provide a cultural foundation for botanical drink adoption. Expanding middle-class spending power and urbanization amplify market penetration. Retail innovations and growing supermarket chains enhance accessibility. Additionally, the integration of local fruits and botanicals in product lines drives regional appeal. Asia Pacific dominates consumption volumes globally.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by rising health-conscious consumer behavior and adoption of plant-based beverages. Premiumization trends and clean-label preferences strongly influence purchasing decisions. Moreover, the region's robust e-commerce ecosystem and subscription-based delivery models accelerate product accessibility. The presence of leading functional beverage brands fosters innovation pipelines. Expanding demand for immunity-boosting and detoxifying drinks further supports uptake. Collectively, these dynamics position North America as the fastest-growing regional market for cold-pressed juices and botanical drinks.

Key players in the market

Some of the key players in Cold-Pressed Juices & Botanical Drinks Market include Suja Life LLC, Pressed Juicery Inc., Naked Juice (PepsiCo), Evolution Fresh (Starbucks), The Hain Celestial Group, Juice Generation, BluePrint, Little West, Juice Press LLC, Cold-Pressed Juicery B.V., Raw Pressery, Greenhouse Juice Co., Village Juicery, Vive Organic, Urban Remedy, Pure Green, Rus Organic and Kedia Organic.

Key Developments:

In March 2025, Suja Life LLC unveiled its next-generation Cold-Pressed Functional Juice Blends infused with adaptogenic botanicals and plant-based nootropics to cater to the growing demand for wellness-focused beverages.

In February 2025, Pressed Juicery Inc. introduced a new line of Immunity and Detox Shots formulated with botanical extracts, probiotics, and cold-pressed superfoods aimed at boosting gut and immune health.

In February 2025, Naked Juice (PepsiCo) expanded its product portfolio with the launch of Botanical-Infused Smoothie Range incorporating herbal ingredients like turmeric, ginger, and moringa to target health-conscious consumers in urban markets.

In January 2025, Evolution Fresh (Starbucks) launched its Organic Cold-Pressed Hydration Series, featuring fruit and floral blends designed for natural electrolyte replenishment and clean-label nutrition.

#### Product Types Covered:

Cold-Pressed Juices

Infused Botanical Drinks

Herbal Tonics

Plant-Based Shots

#### Ingredient Types Covered:

Fruits

Vegetables

Herbs

Spices

Blends

Packagings Covered:

Bottles

Cans

Cartons

Pouches

Distribution Channels Covered:

Supermarkets/Hypermarkets

Online Retail

Cafés

End Users Covered:

Households

Fitness Enthusiasts

Institutional Buyers

Regions Covered:

North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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