

# **Cold-Pressed Juices Market Forecasts to 2034 – Global Analysis By Product Type (Fruit-Based Juices, Vegetable-Based Juices, Fruit & Vegetable Blends, Functional & Detox Juices, Nut & Plant-Based Juices, Other Product Types), Processing Method, Packaging Type, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Cold-Pressed Juices Market is accounted for \$1.45 billion in 2026 and is expected to reach \$2.61 billion by 2034 growing at a CAGR of 7.6% during the forecast period. Cold-Pressed Juices are beverages extracted using hydraulic press methods that apply high pressure to fruits and vegetables without generating heat. This process helps retain essential nutrients, enzymes, vitamins, and natural flavors compared to conventional juicing methods. Cold-pressed juices are typically free from preservatives, additives, and added sugars, positioning them as premium, health-focused beverages. They are often marketed for detoxification, immunity support, and overall wellness. Distributed through retail outlets, juice bars, and direct-to-consumer channels, the segment is driven by rising consumer preference for natural, minimally processed, and nutrient-rich beverage options.

### **Market Dynamics:**

Driver:

Rising demand for fresh natural beverages

Expanding awareness of hydration and recovery benefits fosters reliance on natural

juices and plant-based formulations. Fitness enthusiasts and athletes are shifting toward beverages that combine taste with functional health outcomes. Strong marketing campaigns emphasize purity and freshness, boosting visibility in retail and e-commerce. Collectively, natural beverage demand is propelling the market toward sustained growth.

#### Restraint:

##### High product pricing reduces affordability

Advanced cold-pressed and functional blends often carry higher costs compared to conventional juices. Limited affordability constrains uptake in price-sensitive markets. Smaller producers struggle to balance premium positioning with accessibility. Consumer sensitivity to price gaps between traditional and functional beverages hampers adoption. Consequently, high pricing continues to limit scalability despite strong demand drivers.

#### Opportunity:

##### Innovative blends with functional ingredients

Advances in plant-based proteins, adaptogens, and superfoods accelerate development of multifunctional drinks. Strategic collaborations between nutrition startups and FMCG companies propel commercialization of novel blends. Expanding investment in R&D fosters breakthroughs in taste, texture, and nutrient density. Rising consumer preference for holistic wellness accelerates uptake of functional beverages. Overall, innovation in blends is propelling new revenue streams and strengthening market competitiveness.

#### Threat:

##### Competition from traditional juice products

Established juice brands with wide distribution networks constrain demand for niche functional offerings. Limited differentiation hampers credibility of premium blends. Negative publicity around pricing gaps hampers consumer trust. Expanding awareness of affordable alternatives fosters substitution away from high-end sports beverages. Consequently, competition from traditional juices continues to limit scalability despite strong innovation drivers.

**Covid-19 Impact:**

The Covid-19 pandemic accelerated demand for immunity-boosting juices, fostering adoption across households and wellness programs. Rising awareness of preventive health propelled reliance on nutrient-rich beverages. Lockdowns constrained in-person retail, boosting short-term demand for online juice sales. Supply chain disruptions slowed integration of advanced pressing systems. Recovery phases fostered renewed investment in functional and clean-label juices, accelerating adoption post-pandemic. Expanding e-commerce platforms accelerated visibility of cold-pressed juice products.

The fruit-based juices segment is expected to be the largest during the forecast period

The fruit-based juices segment is expected to account for the largest market share during the forecast period due to increasing water pollution accelerating reliance on natural fruit-derived beverages. Rising consumer preference for nutrient-dense juices fosters consistent adoption. Strong retail penetration accelerates visibility of fruit-based offerings. Expanding investment in exotic fruit blends fosters breakthroughs in taste and nutrition. Strategic collaborations between FMCG companies and wellness brands propel commercialization.

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

Over the forecast period, the online retail segment is predicted to witness the highest growth rate as increasing water pollution accelerates adoption of cold-pressed juices via digital channels. Rising consumer preference for e-commerce fosters consistent uptake. Expanding investment in online distribution accelerates accessibility of premium juices. Strategic partnerships between beverage companies and online platforms propel commercialization. Growing awareness of affordability benefits fosters reliance on online retail. Strong marketing campaigns accelerate visibility of digital beverage products.

**Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share owing to increasing water pollution boosting adoption across the United States and Canada. Strong healthcare and wellness infrastructure fosters visibility of cold-pressed juice platforms. Established beverage companies accelerate

commercialization of advanced formulations. Rising consumer preference for clean-label products fosters consistent demand. Strategic collaborations between startups and retail chains propel innovation. Expanding e-commerce ecosystems accelerate accessibility of premium juices.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as increasing water pollution accelerates adoption across China, India, Japan, and Southeast Asia. Rapid urbanization fosters rising demand for nutrient-rich beverages. Government initiatives propel investment in food safety innovation and wellness standards. Rising middle-class incomes accelerate willingness to pay for premium juices. Expanding smart city programs foster integration of clean-label beverages into urban health ecosystems. Strong marketing campaigns accelerate awareness of cold-pressed juice benefits.

### **Key players in the market**

Some of the key players in Cold-Pressed Juices Market include Suja Life, LLC, Pressed Juicery, Inc., Evolution Fresh, Inc., Hain Celestial Group, Inc., PepsiCo, Inc., The Coca-Cola Company, Bolthouse Farms, Inc., Innocent Drinks Ltd., Plenish Drinks Ltd., Raw Pressery Pvt. Ltd., Juice Press LLC, Liquiteria, Inc., Daily Harvest, Inc., Naked Juice Company and Rakyan Beverages Private Limited.

### **Key Developments:**

In January 2024, Suja launched a new line of plant-based Organic Protein Shakes in three flavors (Vanilla Cinnamon, Chocolate, Coffee Bean). Each 12 oz. shake delivers 16g of protein from peas, rice, and hemp, and was rolled out nationwide at over 1,800 Target stores, reinforcing Suja's innovation strategy and expanding its presence in the performance nutrition category alongside cold-pressed juices.

In March 2023, Pressed Juicery expanded its Pressed Rewards Membership Program, offering VIP pricing and exclusive benefits for subscribers. This initiative strengthened customer loyalty and recurring revenue streams, positioning the brand competitively in the cold-pressed juice segment.

### **Product Types Covered:**

Fruit-Based Juices

Vegetable-Based Juices

Fruit & Vegetable Blends

Functional & Detox Juices

Nut & Plant-Based Juices

Other Product Types

#### Processing Methods Covered:

Hydraulic Press Extraction

Hydraulic Press with HPP Processing

Cold Filtration Processing

Other Processing Methods

#### Packaging Types Covered:

Bottles

Pouches

Cartons

Bulk Packaging

Other Packaging Types

#### Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Online Retail

Juice Bars & Cafés

Direct-to-Consumer

Other Distribution Channels

End Users Covered:

Household Consumers

Foodservice Operators

Fitness Centers & Wellness Facilities

Institutional Buyers

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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