

Cold Pressed Juices Market – Global Industry Size, Share, Trends Opportunity, and Forecast, By Category (Conventional and Organic), By Type (Fruits, Vegetables and Blends), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, and Others), By Region, By Competition Forecast & Opportunities 2018-2028

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Abstracts

The Global Cold Pressed Juices Market was valued at USD1.14 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.8% through 2028. The global cold-pressed juices market has experienced remarkable growth in recent years, fueled by changing consumer preferences towards healthier beverage choices and a growing awareness of the benefits of cold-pressed juice. Cold-pressed juice, made using a hydraulic press that extracts juice without heat or oxidation, retains more nutrients and natural flavors compared to traditional methods.

A primary driver for the cold-pressed juices market is the global shift towards healthier lifestyles. Consumers are increasingly seeking beverages that offer not only refreshment but also nutritional benefits. Cold-pressed juices are perceived as a convenient and nutritious way to incorporate more fruits and vegetables into one's diet, contributing to overall well-being.

Cold-pressed juice extraction processes retain more vitamins, minerals, and enzymes compared to traditional methods that involve heat and centrifugal force. This nutrient retention is a major selling point for cold-pressed juices, appealing to health-conscious consumers. Cold-pressed juices often have simple ingredient lists, and they are free from additives and preservatives. Clean labeling and a focus on natural ingredients

resonate with consumers seeking pure and wholesome beverage options.

Cold-pressed juices are often associated with detoxification and weight management due to their nutrient-dense profiles. This perception has driven demand among consumers looking for alternatives to sugary or calorie-laden drinks.

The global cold-pressed juices market is highly competitive, with numerous players entering the market. As competition intensifies, companies are focusing on product innovation, introducing new flavors, blends, and functional ingredients to differentiate themselves. Cold-pressed juices are available in various distribution channels, including supermarkets, health food stores, cafes, and online platforms. The availability of these products in multiple retail outlets contributes to their accessibility and popularity. Many consumers are still learning about cold-pressed juices and their benefits. Effective consumer education and marketing strategies play a crucial role in expanding the market.

Cold-pressed juice manufacturers are incorporating functional ingredients like superfoods, adaptogens, and probiotics to enhance the nutritional profiles of their products and cater to specific health needs. Consumers are increasingly conscious of environmental issues. Many cold-pressed juice brands are responding by adopting sustainable sourcing practices, reducing plastic usage in packaging, and implementing eco-friendly initiatives. Some brands are offering customization options, allowing consumers to create their unique blends and formulations, catering to individual tastes and dietary preferences.

In conclusion, the global cold-pressed juices market continues to thrive as consumers prioritize healthier, nutrient-dense, and natural beverage options. The market's evolution is marked by innovation, competition, and a growing emphasis on sustainability and personalized choices, ensuring that cold-pressed juices remain a significant segment of the global beverage industry.

Key Market Drivers

Rising Health Consciousness and Demand for Nutrient-Rich Options

One of the primary drivers of the global cold pressed juices market is the increasing health consciousness among consumers. As people become more aware of the importance of a balanced diet and the role of nutrition in overall well-being, they seek convenient and nutrient-rich beverage options. Cold pressed juices, made through a

gentle extraction process that preserves the vitamins, minerals, and antioxidants found in fresh fruits and vegetables, have positioned themselves as a wholesome choice.

The cold pressing method involves hydraulic or masticating presses that apply minimal heat and pressure, avoiding the oxidation and nutrient loss typically associated with traditional juicing methods. This results in juices with higher nutrient content, including essential vitamins like vitamin C and antioxidants.

Cold pressed juices are often associated with detoxification and cleansing regimens. Consumers perceive them as a way to flush out toxins, boost energy levels, and support weight management goals, contributing to their popularity among health-conscious individuals.

The fast-paced lifestyles of modern consumers have led to increased demand for convenient and nutritious options. Cold pressed juices provide a quick and convenient way to consume a variety of fruits and vegetables, especially for those with busy schedules.

Emphasis on Natural and Organic Ingredients

The global cold pressed juices market is driven by an emphasis on natural and organic ingredients. Consumers are seeking products that align with their preferences for clean labels, minimal additives, and organic sourcing. Cold pressed juice brands have responded by prioritizing high-quality, non-GMO, and organic fruits and vegetables in their formulations.

Organic cold-pressed juices, made from organic produce free from synthetic pesticides and fertilizers, have gained traction. Organic certifications, such as USDA Organic and EU Organic, provide transparency and assurance to consumers seeking authentic organic products.

Cold-pressed juice brands often emphasize clean labeling, with simple ingredient lists that exclude artificial additives, preservatives, and sweeteners. This appeals to consumers looking for natural and minimally processed beverages.

Cold-pressed juice manufacturers are catering to a diverse range of dietary preferences and restrictions, offering allergen-free, gluten-free, and vegan options to meet the needs of various consumer segments.

Environmental Sustainability and Packaging Innovations

Environmental sustainability is a critical driver shaping the global cold-pressed juices market. Consumers are increasingly concerned about the ecological impact of beverage packaging and production practices. Brands in the cold-pressed juice segment are proactively addressing these concerns through sustainable sourcing and innovative packaging solutions.

Many cold-pressed juice brands prioritize sustainable sourcing of ingredients, supporting responsible agricultural practices and ethical supply chains. This aligns with consumer preferences for products that consider environmental and social impacts.

The packaging of cold-pressed juices has undergone significant innovations to reduce environmental footprints. Brands are adopting recyclable and biodegradable materials, such as glass bottles, paper-based cartons, and compostable plastics, to minimize plastic waste.

The movement to reduce single-use plastics has influenced the cold-pressed juice industry. Manufacturers are taking steps to minimize plastic usage in their packaging, including using alternative materials like aluminum cans and encouraging bottle return and recycling programs.

Key Market Challenges

Short Shelf Life and Freshness Maintenance

Cold-pressed juices are prized for their freshness and nutritional content. Unlike conventional pasteurized juices, which undergo high-temperature processing that extends shelf life, cold-pressed juices are raw and unpasteurized, preserving essential vitamins, minerals, and enzymes. However, this very characteristic presents a significant challenge – a short shelf life.

Cold-pressed juices are highly perishable, with a typical shelf life of only a few days to a couple of weeks, depending on factors such as ingredients and storage conditions. This limited shelf life necessitates efficient supply chain management, stringent temperature control, and rapid distribution. Juice producers must grapple with the challenge of ensuring that their products reach consumers at peak freshness, which can be logistically demanding.

In addition, maintaining the freshness and quality of cold-pressed juices during transport and storage remains a challenge, particularly in regions with extreme temperatures. Temperature fluctuations can compromise the juices' integrity, potentially leading to fermentation or spoilage before reaching consumers. As a result, cold-pressed juice companies must invest in advanced refrigeration and logistics solutions to address these challenges effectively.

Cost and Price Competitiveness

Another significant challenge in the global cold-pressed juices market revolves around cost and price competitiveness. Producing cold-pressed juices is a labor-intensive process, requiring the careful selection of premium-quality fruits and vegetables, thorough cleaning, and specialized cold-pressing equipment. Additionally, cold-pressed juices often use organic ingredients, which come at a premium price due to higher production costs.

Consumers have shown a willingness to pay more for the perceived health benefits and superior quality of cold-pressed juices. However, this premium pricing can deter price-sensitive consumers and limit market penetration. The challenge lies in finding a delicate balance between offering a high-quality product and maintaining a price point that appeals to a broader consumer base.

To address this challenge, some cold-pressed juice brands have diversified their product portfolios by offering various sizes and packaging options, including multi-serving bottles and mini-shots, to cater to different budgets. Others have explored economies of scale, investing in larger production facilities to lower production costs while maintaining the same high standards of quality.

Competition and Market Saturation

As the popularity of cold-pressed juices continues to grow, competition in the market has intensified, leading to challenges related to differentiation and market saturation. New players are continually entering the market, and established beverage companies are launching their lines of cold-pressed juices, increasing the diversity of available products.

This heightened competition poses challenges for both new entrants and existing brands. Newcomers must find ways to stand out and carve a niche in a crowded market. Established brands face the challenge of maintaining consumer loyalty and

keeping their offerings fresh and innovative to stay ahead.

Market saturation can also lead to margin pressure as companies engage in price wars or promotions to gain or maintain market share. As a result, profitability may become a challenge, particularly for smaller players with limited resources.

Key Market Trends

Growing Health Consciousness and Wellness Trends

One of the most significant trends influencing the cold pressed juices market is the global rise in health consciousness and wellness trends. Consumers are increasingly seeking beverages that offer functional benefits, natural ingredients, and high nutritional value. Cold pressed juices have emerged as a favored option due to their perceived health benefits, including vitamins, minerals, antioxidants, and enzymes retained through the gentle juicing process.

Functional Ingredients: Cold pressed juice producers are incorporating functional ingredients such as turmeric, ginger, spirulina, and adaptogenic herbs to enhance the nutritional profile of their products. These ingredients are known for their potential health benefits, such as anti-inflammatory properties, immunity support, and stress reduction.

Detox juices and cleansing programs have gained popularity among consumers looking to reset their diets and promote overall well-being. Cold pressed juices, often marketed as aids for detoxification, appeal to those seeking a healthier lifestyle.

Consumers are gravitating towards nutrient-dense juice blends that combine a variety of fruits and vegetables. These blends offer a convenient way to increase daily fruit and vegetable intake, catering to individuals who may struggle to meet their nutritional needs.

Sustainability and Eco-Friendly Packaging

The sustainability trend is making a significant impact on the cold pressed juices market. Consumers are increasingly concerned about the environmental footprint of their beverage choices, leading to a shift towards eco-friendly packaging and sustainable sourcing practices.

Cold pressed juice brands are adopting eco-friendly packaging materials such as glass

bottles, paper-based cartons, and compostable plastics. These choices resonate with environmentally conscious consumers who prioritize reducing plastic waste and minimizing their carbon footprint.

Consumers are showing interest in the sourcing of ingredients used in cold pressed juices. Brands that emphasize sustainable and ethical sourcing practices, such as fair trade and organic farming, are gaining favor among conscious consumers.

The movement to reduce single-use plastics has influenced the cold pressed juices industry. Producers are actively seeking ways to minimize plastic usage in their packaging, including alternatives like aluminum cans and reusable glass bottles.

Flavor Innovation and Unique Ingredients

Innovation in flavors and the use of unique ingredients are driving consumer interest in the cold pressed juices market. Brands are continually exploring exotic and health-conscious ingredients to create distinct flavor profiles and cater to evolving tastes.

Cold pressed juice manufacturers are experimenting with exotic fruit combinations to create unique and refreshing flavor profiles. These combinations may include dragon fruit, passion fruit, guava, and lychee, offering consumers an adventurous tasting experience.

Vegetable-forward cold pressed juices are gaining traction as consumers seek low-sugar options with savory profiles. Ingredients like kale, spinach, cucumber, and celery are incorporated into blends for added nutrition and flavor diversity.

Herbal and botanical infusions are adding complexity to cold pressed juice flavors. Ingredients like lavender, basil, mint, and hibiscus are used to infuse refreshing and aromatic notes into the beverages.

Segmental Insights

Category Insights

The organic category holds a substantial share in the global cold-pressed juices market, and this dominance is a reflection of the shifting consumer preferences towards healthier and more sustainable beverage choices. Cold-pressed juices have gained immense popularity in recent years due to their perceived health benefits and natural

taste. Within this market, the organic segment has emerged as a frontrunner, capturing the attention of health-conscious consumers who are willing to pay a premium for products that align with their values.

One of the primary reasons behind the organic category's significant share is the growing awareness of the harmful effects of pesticides and synthetic chemicals used in conventional agriculture. Consumers are increasingly concerned about the potential health risks associated with pesticide residues in their food and beverages. Organic cold-pressed juices offer a solution to this concern, as they are made from fruits and vegetables that are grown without the use of synthetic pesticides, herbicides, or genetically modified organisms (GMOs). This clean and transparent production process reassures consumers about the safety and purity of their juice choices.

Furthermore, the organic category in the cold-pressed juices market appeals to environmentally conscious consumers. Organic farming practices prioritize sustainability by promoting soil health, reducing water pollution, and conserving biodiversity. This aligns with the values of consumers who are not only looking for products that are healthy for themselves but also for the planet. As a result, they are more inclined to choose organic cold-pressed juices over conventional options.

Another significant factor driving the growth of the organic category is the premium quality associated with organic ingredients. Many consumers perceive organic fruits and vegetables to be of superior taste and nutritional value, which translates into a willingness to pay a higher price. This perceived value is particularly appealing to a demographic that values health and wellness and is willing to invest in products that support their lifestyle choices.

Sales Channel Insights

The Global Cold Pressed Juices Market has witnessed a remarkable transformation in recent years, with the online sales channel emerging as a dominant force in shaping its dynamics. Cold pressed juices have gained immense popularity owing to their perceived health benefits, and the convenience of online shopping has played a pivotal role in driving this growth.

One of the primary reasons behind the significant share of the online sales channel in the Global Cold Pressed Juices Market is the convenience it offers to consumers. In today's fast-paced world, consumers are constantly seeking ways to streamline their lives, and online shopping provides them with the ultimate convenience. With just a few

clicks, customers can browse through a wide range of cold pressed juice products, compare prices, read reviews, and make a purchase from the comfort of their homes. This convenience factor has propelled the online sales channel to the forefront of the market.

Moreover, the online platform has opened up a world of opportunities for cold pressed juice brands to expand their reach beyond geographical boundaries. Through e-commerce, these brands can target a global audience, eliminating the constraints of physical stores and geographical limitations. This has enabled smaller, niche brands to compete with established players and gain a foothold in the market, contributing to the overall growth of the industry.

Furthermore, online sales channels have also been instrumental in promoting transparency and consumer awareness. Many online platforms provide detailed information about the ingredients, sourcing, and production processes of cold pressed juices, allowing consumers to make informed choices. This transparency has not only built trust among consumers but has also pushed brands to maintain high-quality standards to remain competitive in the online marketplace.

The online sales channel has also been a catalyst for innovation in the cold pressed juice industry. Brands are constantly introducing new flavors, packaging options, and subscription models to attract online customers. This competitive environment has led to a surge in product diversity and quality, ultimately benefiting consumers.

Regional Insights

North America holds a substantial stake in the global cold-pressed juices market, a testament to the region's evolving dietary preferences and the growing awareness of health-conscious choices among its consumers. This burgeoning industry has witnessed remarkable growth in recent years, and North America has been at the forefront of this revolution.

One of the key factors contributing to North America's prominence in the cold-pressed juices market is the increasing health consciousness among its populace. As people become more aware of the importance of a balanced diet and the benefits of natural ingredients, the demand for healthier beverage alternatives has surged. Cold-pressed juices, made by gently extracting nutrients from fruits and vegetables without the application of heat, offer a fresher and more nutrient-rich option compared to traditional pasteurized juices.

The region's diverse consumer base also plays a pivotal role in the market's success. North America boasts a wide range of demographics, from health-conscious millennials to aging baby boomers, all seeking products that align with their dietary and lifestyle preferences. This diversity has led to a proliferation of cold-pressed juice brands and flavors to cater to various tastes and nutritional needs.

Furthermore, the North American market benefits from robust distribution channels. The presence of well-established supermarket chains, health food stores, and an increasing number of specialty juice bars and cafes provides consumers with easy access to cold-pressed juices. This accessibility has encouraged consumers to incorporate these beverages into their daily routines, driving market growth.

The region's penchant for innovation has also fueled market expansion. North American companies are continually experimenting with unique flavor combinations and functional ingredients to stay ahead in the competitive landscape. Whether it's organic, superfood-infused blends or customized juice cleanses, these innovations cater to evolving consumer preferences and contribute to the market's dynamism.

Key Market Players

Naked Juice Company (PepsiCo., Inc.)

Odwalla, Inc. (The Coca-Cola Company)

The Hain Celestial Group, Inc.

Evolution Fresh, Inc. (Starbucks Corporation)

Rakyan Beverages Private Limited (Raw Pressery)

Florida Bottling, Inc.

Suja Life, LLC.

Pressed Juicery, Inc.

Organic Avenue

Wonder Lemon (Kayco Beyond)

Report Scope:

In this report, the global cold pressed juices market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Cold Pressed Juices Market, By Category:

Conventional

Organic

Global Cold Pressed Juices Market, By Type:

Fruits

Vegetables

Blends

Global Cold Pressed Juices Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Global Cold Pressed Juices Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global cold pressed juices market.

Available Customizations:

Global Cold Pressed Juices Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

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