

# **Fruit Beverages Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Packaging (Canned & Fresh, Frozen Juices, Non-carbonated Drinks), By Distribution Channel (Hypermarkets/ Supermarkets, Convenience Stores, Online, Others), By Region, By Competition 2020-2030F**

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## **Abstracts**

Global Fruit Beverages Market was valued at USD 37.87 Billion in 2024 and is expected to reach USD 53.62 Billion by 2030 with a CAGR of 6.03% during the forecast period. Growing awareness of the value of living a healthy lifestyle is predicted to increase product demand. In addition, it is anticipated that major producers like Tropicana and The Coca-Cola Company would introduce new products, which will propel market expansion. The global fruit beverages market is driven by a multitude of factors that collectively contribute to its growth and expansion. These drivers encompass various aspects, ranging from consumer preferences and health considerations to technological advancements and market trends. Global fruit production is growing faster than the world population, with about 120 kg of fruit available per person. While the European Union's share of global fruit exports is gradually shrinking, both EU exports and imports continue to grow. However, the rest of the world is seeing exports and imports rise at a faster pace than the EU.

### **Key Market Drivers**

#### **Health and Wellness Trends**

One of the primary drivers propelling the global fruit beverages market is the increasing

emphasis on health and wellness. As consumers become more health-conscious and aware of the importance of a balanced diet, they are seeking alternatives to sugary and artificially flavored beverages. Fruit beverages, with their natural fruit extracts and nutritional benefits, have gained popularity as a healthier choice. The rising prevalence of lifestyle-related diseases has further intensified the demand for beverages perceived as healthier options. Consumers are now more inclined towards beverages that offer functional benefits, such as antioxidants, vitamins, and minerals. The nutritional profile of fruit beverages, combined with their refreshing taste, positions them as an attractive choice for individuals looking to maintain a healthier lifestyle.

India's horticulture production is expected to decrease slightly by 0.65%, reaching 353.19 million tonnes in 2023-24, according to the government's third advance estimate. Fruit production is projected to increase by 2.29%, fueled by higher yields in some fruit varieties, while vegetable production is forecast at 205.80 million tonnes, showing varied results across different crops.

### Flavor Innovation and Diversity

The fruit beverages market is driven by continuous innovation in flavors and formulations. Manufacturers are investing in research and development to create unique and exotic flavor combinations that cater to diverse consumer preferences. From traditional flavors like orange and apple to more exotic options such as dragon fruit and pomegranate, the market is witnessing a plethora of choices. Innovation also extends to the incorporation of herbs, spices, and botanical extracts to enhance the flavor profile of fruit beverages. This constant evolution and diversity in flavors contribute to the market's growth by attracting a wider consumer base and catering to changing taste preferences.

### Rising Disposable Income and Urbanization

The global rise in disposable income and urbanization has a significant impact on the fruit beverages market. As people's purchasing power increases, there is a greater willingness to spend on premium and healthier beverage options. Urbanization, coupled with a fast-paced lifestyle, has led to a surge in demand for convenient and on-the-go beverage solutions, and fruit beverages fit seamlessly into this trend. The urban population's busy schedules often drive the need for convenient and ready-to-consume products, and fruit beverages, available in various packaging formats, align well with this demand. As consumers in urban areas increasingly opt for healthier and convenient beverage choices, the fruit beverages market experiences a boost.

Asia accounts for over 66% of the US market's fruit and vegetable revenue, according to the International Fresh Produce Association's latest global market review. The global fresh fruit market is expected to grow at a steady rate of +3.6% annually, reaching \$757.7 billion by 2030. Meanwhile, the fresh vegetables market is projected to grow by 3.3%, reaching \$895.2 billion. U.S. imports are set to continue growing, with imported fruits rising from 50% to 60% of consumption over the last 15 years, and vegetables from 20% to 38% (excluding potatoes, sweet potatoes, and mushrooms).

## Key Market Challenges

### Complex And Evolving Regulatory Environment

A significant challenge hindering the growth of the fruit beverages market is the complex and evolving regulatory environment. Stringent labeling requirements, including accurate ingredient disclosures, health claims, and certifications (such as organic or non-GMO), can increase operational costs for manufacturers. Additionally, varying regulations across regions, such as sugar content restrictions and additive regulations, create barriers for companies looking to expand their product range and enter new markets. Compliance with these regulations demands substantial investments in quality control, legal expertise, and certification processes, which can slow market growth. In 2024, the Food Safety and Standards Authority of India (FSSAI) has instructed beverage companies to remove '100 percent fruit juice' claims from labels and advertisements for reconstituted fruit juice products, effective immediately. These juices, made using fruit concentrates and water, do not meet the necessary criteria for such claims. The FSSAI also mandated that food business operators exhaust existing pre-printed packaging before September 1, as these claims are considered misleading due to the absence of regulatory provisions supporting them.

### Intense Competition and Market Saturation

The global fruit beverages market is characterized by intense competition, with numerous brands vying for consumer attention and market share. As a result, the market has reached a level of saturation in some regions, making it increasingly challenging for new entrants to establish a foothold. Existing players must continually invest in product differentiation, branding, and marketing to maintain and expand their market presence. Brand loyalty is another factor that plays a significant role in this competitive landscape. Consumers often have established preferences for specific brands, making it difficult for new or lesser-known brands to capture a substantial

market share. To overcome this challenge, companies must focus on building strong brand equity through innovation, effective marketing strategies, and delivering consistent quality.

## Key Market Trends

### Plant-Based and Natural Ingredients

The rise of plant-based diets and a general inclination towards clean and natural eating have significantly influenced the fruit beverages market. Consumers are increasingly seeking products with transparent ingredient lists, free from artificial additives and preservatives. This trend aligns with a broader movement towards plant-based living and ethical consumption. Manufacturers are formulating fruit beverages with natural fruit extracts, avoiding artificial flavors and colors. Plant-based sweeteners such as stevia and monk fruit are gaining popularity as alternatives to traditional sugar. The emphasis on natural ingredients extends beyond the fruit content to include botanicals, herbs, and spices, contributing to a more diverse and appealing flavor profile. Brands that prominently feature their commitment to using plant-based and natural ingredients in their marketing messages often resonate well with environmentally conscious and health-focused consumers, driving the adoption of these products in the global market.

### Sustainable Packaging Solutions

Sustainability has become a paramount concern for consumers, and this awareness extends to the packaging of fruit beverages. The industry is witnessing a significant trend towards adopting sustainable packaging solutions that reduce environmental impact. Single-use plastics, a long-standing concern, are being replaced or minimized in favor of eco-friendly alternatives. Brands are increasingly investing in packaging made from recycled materials, biodegradable plastics, and innovative solutions like plant-based packaging. Additionally, efforts are being made to reduce overall packaging waste and promote recycling initiatives. The adoption of sustainable packaging not only aligns with consumer values but also helps companies enhance their corporate social responsibility (CSR) profiles. As sustainability becomes a key differentiator in the competitive landscape, companies that prioritize eco-friendly packaging solutions are likely to gain favor among environmentally conscious consumers.

### Exotic and Unique Flavor Combinations

Consumer palates are becoming more adventurous, driving a trend towards the

exploration of exotic and unique flavor combinations in fruit beverages. While traditional fruit flavors like orange and apple remain popular, there is a growing demand for beverages that offer novel and unconventional taste experiences. Market leaders are introducing beverages featuring exotic fruits such as dragon fruit, passion fruit, lychee, and guava. Blending fruits with herbs, spices, and botanical extracts adds a layer of complexity to flavor profiles, catering to consumers seeking a premium and differentiated beverage experience. This trend is not only driven by consumer curiosity but also influenced by cultural exchange and globalization. As consumers become more exposed to diverse culinary traditions and flavors from around the world, the demand for unique and exotic fruit beverages continues to rise.

### Segmental Insights

#### Packaging Insights

On the basis of packaging, the segment that topped the global market is canned and fresh fruit juices. In the upcoming years, rising demand for fresh fruit juices is anticipated to fuel the segment's expansion. Additionally, large producers are investing more in the creation of fruit-flavored canned juices, such as strawberry, orange, and apple, which is probably going to increase consumer demand. With a CAGR of, frozen juices is predicted to increase at the quickest rate. This increase is explained by the fact that, in contrast to canned products, where there is a significant chance of fruit losing some of its vitamin content, frozen juices keep the majority of their nutrients. It is anticipated that non-carbonated drinks will expand at the second-fastest rate. These beverages, particularly fruit juices, aid in weight loss and bodily cleansing since they are high in antioxidants, calcium, vitamins C, A, and E, and other nutrients.

#### Regional Insights

North America held the largest share of the global market and is projected to continue to be the leading market over the forecast period. The market will be driven by a strong demand for fruit beverages with low calories, low sugar, and high nutritional content because obesity cases and health concerns are on the rise in industrialized nations in this region. Additionally, it is anticipated that the region's strong brand presence of significant beverage makers, like PepsiCo, will continue to support the industry's expansion. Europe commands a notable portion of the industry market and is poised to achieve the second-highest Compound Annual Growth Rate (CAGR). Meanwhile, the Asia Pacific region is forecasted to experience the most rapid CAGR.

## Key Market Players

Tropicana Products, Inc.

The Coca-Cola Company

PepsiCo Inc.

The Campbell Soup Company

Langer Juice Company, Inc.

Ceres Fruit Juices Pty Ltd.

Lassonde Industries, Inc.

Ocean Spray Cranberries, Inc.

Del Monte Foods, Inc.

Parle Agro Private Ltd

## Report Scope:

In this report, the Global Fruit Beverages Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Fruit Beverages Market, By Packaging:

Canned & Fresh

Frozen Juices

Non-carbonated Drinks

Fruit Beverages Market, By Distribution Channel:

Hypermarkets/ Supermarkets

Convenience Stores

Online

Others

Fruit Beverages Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Fruit Beverages Market.

## Available Customizations:

Global Fruit Beverages market report with the given market data, Tech Sci 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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