

# **Squash Drinks Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Added Sugar, No-added Sugar), By Base Type (Berry, Citrus Fruit, Tropic & Exotic Fruits, Mixed Fruits, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Squash Drinks Market was valued at USD 1.28 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 3.47% through 2028. The growth of the market is attributed to the increasing demand for healthy and refreshing beverages, rising disposable incomes, and growing urbanization. Squash drinks are concentrated fruit juices that are diluted with water before consumption. They are a popular beverage in many parts of the world, including the UK, Australia, New Zealand, and South Africa. Squash drinks are typically made from a variety of fruits, such as oranges, lemons, grapefruit, and berries. They are also available in a variety of flavors, such as tropical, citrus, and berry.

Due to the rising demand for non-alcoholic nutritional beverages, the global market for squash drinks has seen tremendous growth and is predicted to continue growing rapidly in the coming years. Squash Drinks are concentrated fruit juices that must be mixed with either water or carbonated water before being consumed. This beverage is not alcoholic. Tropical Squash is frequently made from fruits, berries, and citrus fruits. Although there are other marketable squashes with veggie bases. Vitamins A and E, antioxidants, and other nutritional components are all present in squash drinks.

Depending on the fruit or vegetable from which it is prepared, squash juice can have various health advantages. Sugar syrup, preservatives, and coloring additives are also present in squash drinks.

The primary growth factor for the market for squash drinks is the general increase in health consciousness. Juice from squash fruit is preferred by health-conscious people over alcoholic and aerated juice. Because squash juice is easily absorbed by the body, people prefer it to other beverages with artificial additives. It is made from natural, fresh fruits and vegetables. Squash is one of the world's most adaptable, nutrient-dense, and delectable beverages, and it has considerable therapeutic and health advantages. Benefits change depending on the flavor. Some squash enhances immune function, prevents early ageing, strengthens bone density, prevents heart illnesses, and increases energy. It also improves vision and treats skin disorders. The presence of fiber in the squash helps in enhancing digestive system and help in lose weight. In addition the rising trend of consuming ready-to-drink (RTD) beverages is also giving traction to the squash drink market. People are seeking for convenience drinks and food instead of making juice by themselves. Moreover, the rising disposable income has improved the purchasing power of consumers in developing countries which in turn surging the demand for variety of squash beverages.

## Key Market Drivers

### Evolving Consumer Preferences

One of the primary drivers of the squash drinks market is evolving consumer preferences. As consumer tastes and preferences continually shift, squash drink manufacturers must adapt to meet these changing demands. Historically, squash drinks were primarily associated with a sugary, artificial taste. However, in recent years, consumers have become more health-conscious and are seeking healthier, more natural beverage options.

To cater to these evolving preferences, squash drink manufacturers have introduced a variety of innovations. One key trend is the move towards natural and organic ingredients. Consumers are increasingly looking for products that contain real fruit extracts, natural sweeteners, and fewer artificial additives. Manufacturers have responded by reformulating their products to eliminate artificial flavors, colors, and preservatives, and by promoting their use of natural ingredients.

Another aspect of evolving consumer preferences is the demand for lower sugar

options. Concerns about obesity and related health issues have led consumers to seek beverages with reduced sugar content. Squash drink brands have responded by launching low-sugar or sugar-free variants of their products. These offerings cater to health-conscious consumers without compromising on taste.

Moreover, the rise of environmentally conscious consumers has prompted manufacturers to focus on sustainable packaging. Brands are introducing eco-friendly packaging options, such as recyclable bottles and minimalistic labeling. This aligns with the broader trend of sustainability, which is influencing many consumer purchasing decisions.

### Health and Wellness Trends

The health and wellness trends that have swept across the food and beverage industry are another significant driver of the squash drinks market. Consumers are increasingly seeking out beverages that offer not only refreshment but also health benefits. Squash drinks, when made with natural ingredients and without excessive sugars, can align with these health-conscious preferences.

One key driver in this regard is the demand for functional ingredients. Consumers are looking for beverages that provide added nutritional value, such as vitamins, antioxidants, and minerals. Manufacturers have responded by fortifying their squash drinks with these beneficial components. For example, squash drinks enriched with vitamins C and D or antioxidants from fruits like berries are gaining popularity as consumers seek to boost their immune systems and overall health.

Furthermore, the trend towards reduced-calorie options aligns with health-conscious consumers' desires. Low-calorie and sugar-free squash drinks offer a guilt-free alternative to traditional sugary beverages, attracting those who are actively managing their calorie intake or looking to reduce their sugar consumption.

Squash drinks can also tap into the natural and clean label trend. Products that are free from artificial additives and preservatives resonate with consumers seeking simplicity and transparency in ingredient lists. Manufacturers that prioritize clean labels can gain a competitive advantage in the market.

In addition to these health-focused drivers, the association of squash drinks with hydration contributes to their appeal in the wellness segment. Staying adequately hydrated is a vital aspect of maintaining good health, and squash drinks offer a flavorful

way to achieve this goal.

## Marketing and Branding Strategies

Effective marketing and branding strategies play a crucial role in driving the growth of the squash drinks market. How these products are presented and promoted can significantly impact consumer perceptions and purchasing decisions.

One of the key marketing strategies employed by squash drink manufacturers is product diversification. By offering a wide range of flavors and variants, brands can cater to different consumer preferences. This strategy allows companies to target various market segments, from those who prefer traditional flavors like orange and lemon to those seeking more exotic options like passion fruit or pomegranate.

The use of branding to convey quality and trustworthiness is another important driver. Establishing a strong brand identity can differentiate a squash drink manufacturer in a crowded market. Brands that emphasize factors like heritage, natural ingredients, and authenticity can build consumer loyalty and trust.

Moreover, marketing efforts that highlight the versatility of squash drinks can broaden their appeal. For instance, promoting squash drinks as mixers for cocktails or as a base for mocktails can attract a younger, more social demographic.

Social media and digital marketing also play a significant role in the promotion of squash drinks. Engaging content, influencers, and creative campaigns can reach a wider audience and generate buzz around these products.

## Convenience and Customization

The squash drinks market benefits from the increasing demand for convenience in food and beverage consumption. Squash concentrates offer a highly convenient way for consumers to enjoy a variety of flavors with just a small amount of effort. All that is required is mixing the concentrate with water to create a refreshing beverage.

Additionally, customization is a significant driver in the squash drinks market. These concentrates allow consumers to tailor the strength and flavor of their drinks to their liking. This flexibility appeals to a broad audience, as consumers can adjust sweetness levels and dilution according to their preferences, making squash drinks suitable for both children and adults. Furthermore, squash drinks are versatile and can be used in

various recipes, from cocktails to desserts. This versatility has contributed to their popularity as an ingredient in culinary experimentation, opening up opportunities in the foodservice industry.

## Key Market Challenges

### Intense Competition

One of the foremost challenges faced by the Squash Drinks market is the intense competition within the beverage industry. Squash drinks compete not only with other concentrated fruit beverages but also with a wide array of soft drinks, juices, and health drinks. This highly competitive environment poses several challenges:

The competitive landscape often leads to pricing wars, as companies strive to capture market share by offering lower prices. This can erode profit margins and hinder the ability to invest in innovation and quality improvements. It becomes crucial for squash drink manufacturers to establish strong brand identities and differentiate themselves from competitors. Failure to do so can result in products becoming commoditized, leading to a loss of market share. Effectively promoting squash drinks in a crowded market requires significant marketing budgets. Smaller companies may struggle to compete with larger players, limiting their market reach.

### Sugar and Health Concerns

The increasing awareness of health and wellness among consumers has led to concerns over sugar content in beverages, including squash drinks. The high sugar content in some squash drinks has faced scrutiny, resulting in several challenges:

Many governments have implemented sugar taxes and regulations to curb excessive sugar consumption, which affects the pricing and demand for high-sugar squash drinks. Health-conscious consumers are opting for low-sugar or sugar-free alternatives. This shift in preference can significantly impact the market share of traditional squash drinks. Reducing sugar content while maintaining taste and texture is a complex challenge for manufacturers. Reformulating products to meet health standards without compromising on flavor can be costly and time-consuming.

### Environmental Sustainability

As environmental concerns grow, the Squash Drinks market faces challenges related to

sustainability and eco-friendliness. These challenges encompass several aspects: The use of plastic bottles and packaging materials has come under scrutiny due to their environmental impact. Squash drink companies must explore sustainable packaging alternatives, which can be more expensive. The transportation and production of squash drink concentrates have associated carbon emissions. Companies are under pressure to reduce their carbon footprint and adopt eco-friendly manufacturing processes. Consumers are increasingly choosing products from companies that demonstrate a commitment to environmental sustainability. Brands not aligning with these expectations may face backlash and reduced consumer loyalty.

## Key Market Trends

### Health and Wellness Focus

One of the most prominent trends in the Squash Drinks market is the increasing emphasis on health and wellness. As consumers become more health-conscious, they are seeking beverages that offer nutritional benefits while being enjoyable. This trend has several implications. Consumers are actively looking for squash drinks with reduced sugar content or sugar-free alternatives. Manufacturers are responding by reformulating their products to meet these demands, using natural sweeteners like stevia or erythritol. Squash drinks fortified with vitamins, minerals, and antioxidants are gaining popularity. These functional ingredients offer added health benefits, making these beverages more attractive to health-conscious consumers. Clean labeling, which emphasizes natural ingredients and the absence of artificial additives, is a significant trend in the industry. Squash drink brands are increasingly highlighting their clean-label credentials to appeal to consumers seeking transparency in product ingredients.

### Flavor Innovation and Diversity

Consumers today are more adventurous in their flavor preferences, seeking novel and unique taste experiences. This trend is driving flavor innovation and diversity in the Squash Drinks market. Manufacturers are introducing exotic and global flavors to cater to consumers' desire for unique taste experiences. Flavors like lychee, dragon fruit, and passion fruit are gaining popularity. The incorporation of botanical and herbal flavors, such as lavender, basil, and hibiscus, adds a refreshing and natural twist to squash drinks, aligning with the health and wellness trend. Brands are capitalizing on seasonal opportunities by introducing limited-edition flavors tied to specific holidays or seasons, creating a sense of exclusivity and excitement among consumers.



## Convenience and On-the-Go Options

Consumers' busy lifestyles have driven the demand for convenient and on-the-go beverage options. This trend is shaping the Squash Drinks market in various ways. Brands are introducing single-serve packaging formats, such as sachets and stick packs, that allow consumers to prepare squash drinks quickly and easily, even when they're on the move. RTD Ready-to-Drink squash drinks, which require no dilution and can be consumed straight from the bottle, are gaining popularity among consumers looking for immediate refreshment. Squash drinks are positioning themselves as convenient options for rehydration during outdoor activities, sports, and travel, capitalizing on consumers' desire for hydration solutions in various settings.

## Craft and Artisanal Squash Drinks

The craft and artisanal trend, which has been prominent in other beverage categories like craft beer and coffee, is now making its way into the Squash Drinks market. Craft and artisanal squash drinks are often produced in small batches, allowing for greater attention to detail and flavor customization. Craft squash drinks often feature unique and locally sourced ingredients, emphasizing quality and authenticity. These products are positioned as premium options, appealing to consumers willing to pay a premium for high-quality, handcrafted beverages.

## Sustainability and Eco-Friendly Packaging

Sustainability is a key trend that has permeated the Squash Drinks market, driven by increasing environmental awareness among consumers. Companies are focusing on responsibly sourcing ingredients, including fruits, to minimize their environmental impact and support fair trade practices. Sustainable packaging options, such as recyclable bottles, biodegradable materials, and reusable containers, are becoming increasingly important to consumers. Brands are making efforts to reduce plastic waste and promote eco-friendliness. Squash drink manufacturers are working to reduce their carbon footprint by implementing energy-efficient production processes and optimizing transportation and logistics.

## Segmental Insights

### Product Type Insights

Based on product type, No-sugar added squash drinks have high market share due to a

number of factors. This growth is being attributed to the factors mentioned above, as well as the increasing demand for healthy and refreshing beverages in developing countries. Consumers are becoming more aware of the health risks associated with excessive sugar consumption, such as obesity, diabetes, and heart disease. No-sugar added squash drinks offer a healthier alternative to sugary drinks, while still providing the same refreshing taste. Manufacturers are developing new and innovative no-sugar added squash drinks that taste great and offer a variety of flavors and benefits.

For example, some no-sugar added squash drinks are made with stevia, a natural sweetener that is calorie-free and has a low glycemic index. In addition to these factors, no-sugar added squash drinks are also popular because they are convenient and affordable. They are easy to prepare and can be enjoyed by people of all ages. They are also typically less expensive than sugary drinks. Overall, no-sugar added squash drinks are gaining popularity due to a number of factors, including increasing health awareness, government initiatives, product innovation, and marketing and promotion. This is leading to high market share for no-sugar added squash drinks.

## Regional Insights

The Europe region has the highest demand for squash drinks. In 2022, Europe accounted for over 30% of the global squash drinks market share. Squash drinks have been consumed in Europe for centuries, and they are a popular part of the culture in many countries, such as the UK, Ireland, and Australia. Consumers in Europe have high disposable incomes, which allows them to spend more on food and beverages. Consumers in Europe are becoming more aware of the health risks associated with excessive sugar consumption, and they are looking for healthier beverage options. No-sugar added squash drinks are a popular choice for many consumers in Europe.

The Asia Pacific region is also a major market for squash drinks. This region is expected to grow at the fastest CAGR during the forecast period. This growth is being attributed to the increasing demand for healthy and refreshing beverages, rising disposable incomes, and growing urbanization in the region.

Overall, the Europe region has the highest demand for squash drinks. This is due to a number of factors, including the long history of squash consumption, high disposable incomes, growing health awareness, and favorable government policies.

## Key Market Players



Britvic plc

PepsiCo Inc.

The Coca-Cola Company

Suntory Beverage & Food Ltd.

Cott Corporation

Refresco Group

Keurig Dr Pepper Inc.

AG Barr

Kraft Heinz Company

Nestlé S.A.

Report Scope:

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

Squash Drinks Market, By Product Type:

Added Sugar

No-added Sugar

Squash Drinks Market, By Base Type:

Berry

Citrus Fruit

Tropic & Exotic Fruits

Mixed Fruits

Others

Squash Drinks Market, By Distribution Channel:

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

Squash Drinks 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 Squash Drinks Market.

## Available Customizations:

Global Squash Drinks market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following

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customization options are available for the report:

### Company Information

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

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  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. Refresco Group
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products & Services
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  - 14.1.6.6. Key Management Personnel
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  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel



#### 14.1.9. Kraft Heinz Company

14.1.9.1. Company Details

14.1.9.2. Products & Services

14.1.9.3. Financials (As Per Availability)

14.1.9.4. Key Market Focus & Geographical Presence

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#### 14.1.10. Nestl? S.A.

14.1.10.1. Company Details

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14.1.10.4. Key Market Focus & Geographical Presence

14.1.10.5. Recent Developments

14.1.10.6. Key Management Personnel

### **15. STRATEGIC RECOMMENDATIONS**

15.1. Key Focus Areas

15.2. Target Product Type

15.3. Target Distribution Channel

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