



## TOP TEN TIPS ON THE 100% JUICE SECTOR

# A GLOBAL VIEW



**1.** Consumers continue to see 100% juice as tasty, natural and healthy, and often use juice to complement their diet or as one of their “five a day”.

**2.** While awareness of the sugar debate is widespread, few consumers have negative perceptions of 100% juice. In fact, more than 40% of consumers drink it every day.

**3.** While positive perceptions of 100% juice remain strong, consumers are still trying to reduce their overall sugar intake and often skip breakfast, leading to demand for smaller portion on-the-go packs.

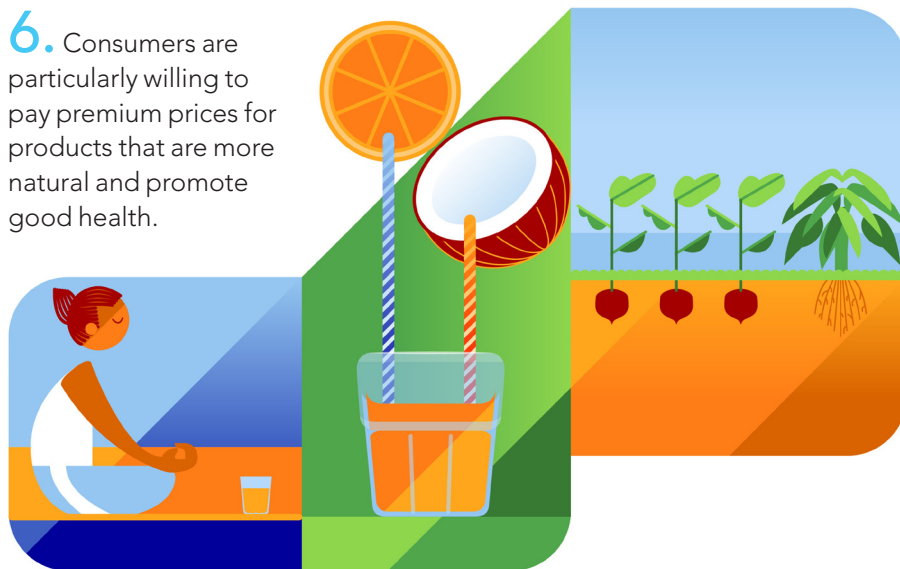


**4.** Demand for on-the-go consumption and snack portion packs is on the rise as consumers lead busier lives and move away from the traditional consumption habits of juice (e.g. breakfast) and are looking for liquid snacking products.

**5.** “Premiumisation” is a rising trend in established markets, with the strongest growth at the highest end of the market.

**6.** Consumers are particularly willing to pay premium prices for products that are more natural and promote good health.

**7.** The three leading product trends driving growth in 100% juice are specialty juice; all natural; and vegetable nutrition.



**8.** New segments in the 100% juice category – such as coconut water, as well as new recipes with vegetables and functional benefits – are driving growth in the market.

**9.** High growth in developing markets and slowing decline in established markets is stabilising the global 100% juice market and bringing it back to growth going forward to 2018, albeit marginal.

**10.** Innovation is key to success: modern consumers constantly crave new ways to meet their needs and will readily turn to new products and new brands that provide them.