

The Grocer

Focus On: Juices and Smoothies by Natalie Brown (natalie_brown@live.co.uk)

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The Story

Despite their natural sugar content, freshly squeezed juices, not from concentrate and smoothies are on the up. And brands that make a point of containing no added nasties are punching well above their weight. Supermarkets are further pushing the category's health credentials with juice bars serving concoctions such as turmeric zingers. So can juice recover from the demonization of its sugar content to become the new health food?

Key themes:

100% or nothing: For today's consumers, 100% Juice is the most important factor in choosing a product, followed by taste and no added sugar. Nearly half of shoppers will carefully read the product label before buying. Consequently, from concentrate and juice drinks are down in value. Which brands have taken a hit and is it reversible?

All natural: Freshly squeezed juices, not from concentrate and smoothies are on the up. What NPD is driving this?

Low calorie: The only exception to this rule is low calorie products. Shoppers are willing to buy products that have additives if they have diet-like claims although some brands are struggling, why?

Own label: This is the first time own label sales have surpassed branded. Is there anything brands can learn from the retailers, or is it all down to price?

Age gap: Consumer research shows millennials are more likely to be concerned about the sugar content of juices and smoothies than older generations. Is there anything brands/retailers can do to market juice to the younger shopper?

Juice bars: The mults are looking to tap the juice bar trend by trialling the format in selected branches. Could this help supermarkets trade up to more premium prices?

Flavours: Turmeric seems to be the flavour of the moment in juice bars with concoctions like a 'Turmeric Tonic' and 'Turmeric Zinger'. How long will it be before these juices make their way into the supers? Could it be the new coconut water? And what other flavours are on the horizon? What about cold pressed?

Innovations: We will profile eight of the most interesting new launches in a separate innovation panel including launch date, RSP and image of each.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?

