

# The Grocer

**Focus On: Juices & Smoothies by Ash O'Mahony ([Ashleigh.omahony@wrbm.com](mailto:Ashleigh.omahony@wrbm.com))**

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## The Story

**In the world of juices and smoothies, health is by far the most pressing issue. Several big brands have upped their health credentials with promises such as added fibre, reduced sugar or immune-boosting vitamins. Yet there have been several negative headlines around the category. Studies have claimed juices could be as damaging to your health as sugary fizzy drinks. So how have the headlines influenced sales? And how can the category reclaim its health halo?**

## Key Themes

**Brands:** How are brands performing in this tough climate? What are they doing to improve PR around the juices and smoothies market? Only one brand in the top 10 to have delivered growth – how has it managed this?

**Own label:** Own label has suffered a sales slump, despite significantly lower prices. Why is this?

**Pricing and promotions:** Promotions are down 4.5% in the past year. To what extent has that impacted on the category's fortunes?

**Innovation:** How are products with new points of difference helping to boost perception of the category? Which innovations have brought in the most sales in the past year?

**Freshly squeezed versus juice drinks:** In line with the focus on health, juice drinks have suffered the largest decline due to perceptions of being less natural than pure juice offerings. By the same virtue, freshly squeezed has seen by far the largest percentage gain in the category (albeit from a small base). Is this a new area of opportunity for brands and retailers?

**Innovations:** We identify four new products that have ideally not appeared in The Grocer before including launch date and RSP, and a picture of each.

**Kantar data:** Using Kantar commentary, we explain the reasons behind the rise and fall of the juices & smoothies sub-categories.

**Nielsen data:** Using Nielsen commentary, we look at the 10 fastest-growing brands and 10 fastest-falling brands of the past year.

**Streetbees poll:** How do consumers perceive juices and smoothies? To what extent do they see them as healthy? And how worried are they about negative headlines?

**Shopper Intelligence:** How consumers shop the juices and smoothies category