



Euromonitor
International

Juice in Western Europe

February 2023

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Key findings

REGIONAL OVERVIEW

Recent years see reductions for juice in Western Europe in off-trade volumes

Negative annual growth continues following the 2020 exception

Negative growth appears across categories and countries

Coconut water sees positive CAGR amidst a sea of declines

France seeing the greatest decline in actual size of off-trade volumes

Only juice drinks sees any off-trade volume growth in 2022

100% juice the largest category within juice in Western Europe

Channel shares remain broadly similar, with increases in the small e-commerce channel

Tropicana and Innocent bring product innovation in juice

Plenty of innovations that speak to popular consumer trends

Unit prices increase for all juice categories

LEADING COMPANIES AND BRANDS

Private label strong in a diversified market for juice

Negative period for Tropicana between 2017 and 2022, while Coca-Cola increases share

Largest companies present across a number of markets

Innocent's rise evident between 2017 and 2022

FORECAST PROJECTIONS

Challenging picture for juice during the forecast period

How can juice brands mitigate declines?

COUNTRY SNAPSHOTS

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Belgium: Competitive and retail landscape

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Austria: Competitive and retail landscape

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Denmark: Competitive and retail landscape

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