

The Grocer

Focus On: Juices & Smoothies by Jennie Milsom

Jennie.Milsom@wrbm.com

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Juice & smoothies sales have taken a tumble following lockdown and the collapse of the on-the-go market. As we reported in our 2020 Top Products report, sales fell 2.9% on volumes down 0.5%. But with health and immunity on the minds of most of us since the pandemic turned the world upside down, what opportunities are there for players to push the health benefits of vitamin C and other functional ingredients? What existing lines have benefitted and what new products (juices, smoothies, shots and so on) are being launched?

Health: For obvious reasons, health and immunity have been at the forefront of many people's minds over the past year. So to what extent has this driven demand for juices that are naturally rich in vitamin C? What about other health claims such as added-fibre or lower sugar? Have brands adjusted their marketing messaging to cash in? What about fortified, super-fruit products and the like?

Changing channels: This feature will explore how hard the juices & smoothies market has been hit by the collapse of the on-the go market and how retailers and manufacturers have responded to this. How much stock went to waste? Was it successfully diverted to the take home market? What packaging formats does the new normal favour?

Fruit supplies: Last March there were [reports](#) that adverse weather conditions and the pandemic were threatening global supplies of apples. This feature will explore the situation now, the factors that drove the shortage and how manufacturers responded.

Innovation: A key focus will be how the trends described above are impacting the latest and upcoming launches. We will be profiling four interesting upcoming launches in a separate boxout – we require details about the product, its launch date, rsp and retail listings and high resolution (no less than 300dpi/1mb) product images.

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of the subcategories that make up this market.