



Euromonitor  
International

# Juice in the United Kingdom

November 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Strong volume declines for juice while value sales grow, driven by two consecutive years of price increases

The health and wellness trend is slowly reshaping juice

Consumers switch to private label and brands offering promotions, reducing share for some of the main juice players

#### PROSPECTS AND OPPORTUNITIES

Fruit shortages, especially oranges, could lead to further price increases

Consumers expect less sugar and stronger health credentials

Formats and packaging could become key for a brand's success

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