



Euromonitor
International

Juice in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Coconut water continues to ride its wave of success

The way consumers perceive health is shaping juice

Consumers increasingly value sustainability claims in juice, and companies use this to achieve their goals

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Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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