



Euromonitor  
International

# Juice in Ireland

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Juice faces a number of challenges whilst still having opportunities to explore

Price-sensitive consumers trade-down to private label

Health and wellness trends promote cold-pressed juice options

PROSPECTS AND OPPORTUNITIES

Different formats can benefit from different consumption occasions, from “shots” to family-pack sized juices

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Further innovations in ingredients and personalisation trends expected

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