FRUIT JUICE

100% Juice, including Vegetable Juice, Smoothies and Coconut Water

2023 STATISTICS

1,014

4.3%

2,120

5.0%

6.6% Share of Total

Volume M Litres

YOY Growth

Value M GBP

YOY Growth

Soft Drinks

FIVE-YEAR COMPARISON

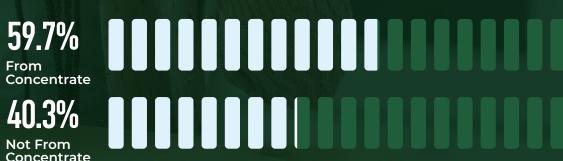
	2019	2020	2021	2022	2023
Volume M Litres	906	930	956	973	1,014
YOY Growth (%)	-3.1	2.7	2.9	1.7	4.3
Value M GBP	1,566	1,659	1,813	2,019	2,120
Value YOY Growth (%)	-3.5	5.9	9.3	11.4	5.0
Share of Total Soft Drinks (%)	6.5	6.8	6.9	6.5	6.6

2023 CONCENTRATE SPLIT

From Concentrate

40.3%

Not From Concentrate



FRUIT JUICE 15

94.7%

Off Premise accounted for 94.7% of Fruit Juice purchases in 2023

FRUIT JUICE 2023	
Shelf State Split	Share (%
1 Chilled	69.
2 Ambient	30.
1 - 1 - 1	

Flavour Split		Share (%)
1 Orange		58.7
2 Apple		12.5
3 Pineapple	Edice to	3.5
4 Grapefruit		2.4
5 Tomato		1.6
6 Other		21.3

Packaging Split	Share (%
1 Board Carton/Bag In Box	55.6
2 Plastic	42.7
3 Glass	0.9
4 Metal	0.5