

FRUIT JUICE

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

2023 STATISTICS

1,014	4.3%	2,120	5.0%	6.6%
Volume M Litres	YOY Growth	Value M GBP	YOY Growth	Share of Total 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



94.7%

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

FRUIT JUICE 2023

Shelf State Split

Share (%)

1 Chilled	69.3
2 Ambient	30.7

Flavour Split

Share (%)

1 Orange	58.7
2 Apple	12.5
3 Pineapple	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	0.7