

Fruit Juice and Juice Drinks - US - January 2005 (\$2995.00)

While once considered the healthier alternative to carbonated soft drinks, now the trend toward healthier eating has actually led to sagging sales of fruit juice and juice drinks, with many consumers shying away from high sugar and calorie content. Sales for 2004 are estimated at \$19.1 billion, up slightly from \$19.0 billion in 2003.

Future product innovations, such as low calorie juice products and fortified juices, will be necessary to drive growth. Crossover beverages will also begin to blur the lines between markets as juice drinks are paired with dairy and soy products, and as juice and vitamins are added to carbonated soft drinks.

This report covers the market for fruit juice and juice drinks in the U.S. Sales through food, drug and mass merchandiser outlets are covered, as well as those through convenience stores and vending. An intense examination of the overall market covers the ongoing shift to healthier lifestyles, new product development, and market size, segmentation, and trends.

A thorough analysis of the juice consumer includes an evaluation of top concerns and priorities when choosing juice beverages, a breakdown of flavor preferences by demographic characteristics, and statistics of purchasing location and frequency. A five-year market forecast estimates the future of the juice market, with a statistical forecast of market performance until 2009 and an outline of demographic and product trends.

Other Mintel reports of relevance include:

- Low Carb - US - May 2004
- Kids' and Teens' Eating Habits - US - June 2004
- Non-alcoholic Beverage: Volume I - The Market - US - July 2004
- Consumer Choices in the Beverage Aisle - US - July 2004
- Baby Food and Drink - US - October 2004
- Bottled Water - US - December 2004