

MSU Product Center

For Agriculture and Natural Resources

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Vegetable juice and juice drinks – Many opportunities

Market drivers that provide many opportunities

- Suppliers of vegetable juices and juice drinks have many opportunities to raise sales based on the **wellness** and **convenience** market drivers.

Specific opportunities

- These products will continue to be considered a healthy beverage. With less sugar and calorie content, they are even in a better position to compete with fruit juice drinks. So, wellness will continue to be the primary driving force that provides many opportunities to increase sales from these products. One significant product innovation area manufacturers can pursue will be the development of juice drinks that can better compete against healthier water drinks and fill the gap by encouraging all day consumption.
- Most of the current new products appear in traditional and old-fashioned packages and containers that do not match with the present consumers' lifestyle. Packaging innovations including packaging that is easier to store, to carry or to open can help raise sales in different market segments (e.g., school children or different ethnic groups). Single-serve packaging allows suppliers to better compete with other non-alcoholic beverages for the consumer who wants to grab this drink and go.
- Supermarkets will continue to provide many opportunities for these products. These markets will remain the most frequented retail channel for the purchase of non-alcoholic beverages including vegetable juices and juice drinks.
- Suppliers of vegetable juice and juice drinks can increase sales through the food service establishments such as restaurants or fast food chains. Also, wider distribution capabilities and market advantages could be achieved, if smaller brands use channels of larger companies that have an established and extensive marketing and distribution network.
- The ongoing increase of market share of mass merchandises and convenience retail stores also opens the way for juice drink manufacturers to increase sales. Mass merchandise retail stores can in particular be the preferred outlets for low-price drinks that are coming in multi-packs. Convenience stores are generally frequented by snackers and young consumers. So, single-serve drinks aimed at young consumers can gain from using this channel.

New product examples

- Campbell Soup – V8 bone health formulated 100% vegetable juice, 46 oz. plastic bottle.
- Ito En/Japan introduces a blend of vegetable and fruit juices, comprising ginger, Chinese lemon, chili, carrots, spinach, apples, and lemons that claim to have warming effects for the winter.

Special issues

- The juice and juice drink market is dominated by brand products. There are also many private label products that are less expensive than branded products.

Key to success

- Product innovations in formulating healthy juice drinks and new flavors and packaging innovations are key to success in this product line. Suppliers can gain from these products especially if they focus on niche flavor and variety profiles and packaging preferences of the consumer. A product line or brand extension to fill the gap between different types of beverages will also allow manufacturers to better compete against other non-alcoholic beverages.

Sources

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