

Cold-Pressed Juice - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Cold-Pressed Juice Market size is estimated at USD 1.56 billion in 2024, and is expected to reach USD 2.13 billion by 2029, growing at a CAGR of 6.52% during the forecast period (2024-2029).

The cold-pressed juice market is growing because of its nutritional benefits and changing habits of consumers. A hydraulic press extracts cold-pressed juice from fruits and vegetables. Many dietitians recommend it because it does not have added sugar or additives. Cold-press juice helps in weight loss, promotes heart health, reduces diabetes risk, and helps in higher nutrient absorption. Because of these benefits, consumers are shifting towards consuming cold-pressed fruit and vegetable juices. The market players have been launching various super vegetable juices made by cold-press. For instance, in September 2021, Better Plant Sciences Inc. launched new cold-pressed juices under Juju. The juices are made of super-green vegetables, fruit-based green, and root juices.

The demand for cold-pressed juices is gaining popularity worldwide due to the increasing health consciousness of the growing middle-class population. Like the health and wellness trends, the trend of detoxification is also followed by consumers. Fruit and vegetable juices play a vital role in cleansing the body and promoting weight loss. It is the reason why people are preferring cold-pressed juices over beverages with additives and other nutrients. In February 2022, Pure Green, a leading cold-pressed juice supplier, launched the new Pink Grape Cold-Pressed Juice made with dragon fruit, grape, lemon, Himalayan salt, and microflora of probiotics.

Cold Pressed Juice Market Trends

Rising Demand for Organic Juices

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Natural beverages free of synthetic pesticides, flavoring agents, or preservatives have increased consumer demand. Increased health consciousness, obesity control, and increased customer awareness about product composition are the major factors behind the penetration of organic beverages in the market. Organic beverage still represents a small part of the health and wellness market. Still, it includes significant growth opportunities based on consumers' priority evolution regarding consuming natural beverages. Due to the increasing preference for organic food products, retail chains are increasingly distributing organic products such as organic dairy products, organic drinks, organic juices, organic cereals, organic meat, and others, which are expected to grow. Currently, major players in the market are more focused on offering organic juices in mixed types as they include higher nutritional content and enable the manufacturers to provide a blend of different varieties of fruits, vegetables, and others. For instance, in April 2021, Just Juice, an Ireland-based company launched its line of cold-pressed juice shots, Wheatgrass Juice and two specialized health and wellness shots, a Broccoli Shot made from 4-day-old Sprouted Broccoli Juice and a Beetroot Shot with added Broccoli.

North America is the Largest Market

North America is the largest market, as consumers in this region prefer a healthy diet to maintain a healthier lifestyle. Moreover, consumers' preference for a healthier lifestyle is due to the increased health consciousness in this region. The factors fueling consumers' interest in cold-pressed juice include the rising number of people skipping breakfast and looking for an on-the-go alternative that gives them nutritional benefits. The growing concern regarding sugar consumption owing to the increasing obese population is also driving the market. Manufacturers of cold-pressed juice cleanse with health benefits such as improved immunity, gut health, and skin glow are also finding a growing need in the region attractive. The increasing demand for natural and clean-label ingredients is also boosting the market for cold-pressed juices in the area. In June 2022, Michigan-based Blake Farms expanded its offerings with the launch of Blake's Cold-Pressed juices, a line of fruit juices produced at its farm in Armada, Michigan.

Cold Pressed Juice Industry Overview

The global cold-pressed juice market is fragmented, and the international players compete intensely with local and regional players and private labels. The market includes a significant presence of global beverage industry giants: PepsiCo, Inc., The Coca-Cola Company, and Starbucks, through their subsidiaries. Other vital players in the market are The Hain Celestial Group, Inc. and Rakyan Beverages Private Limited (Raw Pressery). Leading manufacturers in the cold-pressed juice market focus on entering new regions to expand their revenue base. The key brands are embarking on mergers and acquisitions and new product development as key strategies to achieve consolidation and optimize their offerings, respectively.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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