

## **Fruit And Vegetable Juice - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Fruit And Vegetable Juice Market size is estimated at USD 111.07 billion in 2025, and is expected to reach USD 145.85 billion by 2030, at a CAGR of 5.6% during the forecast period (2025-2030).

Fruit and vegetable juices, packed with essential vitamins, minerals, and antioxidants, present a convenient way for consumers to fulfill their daily nutritional requirements. The demand for ready-to-drink beverages, particularly juices, has seen a significant upswing in recent years, driven by increasing disposable incomes and evolving consumer lifestyles. To illustrate, data from UNESDA for 2022 reveals that the average person in the European Union consumed 16 liters of juice and nectars. This, coupled with a growingly hectic workforce, has heightened the need for accessible, on-the-go nutrition, thereby fueling the natural fruit and vegetable juice market. Globally, organic juices are on the rise, driven by a preference for clean-label products and sustainable practices. These organic juices, sourced from certified organic fruits and vegetables, resonate with consumers valuing pesticide-free and eco-conscious choices. In response to this trend, manufacturers are broadening their product ranges to cater to the surging demand for these healthier juice alternatives. For instance, in December 2022, Tasty Carrot Corporation, a Canadian firm known for its all-natural carrot juice, introduced its USDA Certified Organic 'Eco Carrot Juice,' now infused with caffeine. Crafted from locally grown Canadian carrots, this new offering provides a natural energy boost and promotes overall well-being.

### Fruit & Vegetable Juice Market Trends

#### Increasing Demand for Fruit Juice Variants

Rising awareness of the health benefits of fruit juices, enriched with vitamin C, antioxidants, and immune-boosting properties, has significantly driven global demand. Endorsements from health professionals further reinforce the benefits of juice, emphasizing its

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antioxidants and micronutrients. The market focus on diverse lemon juice flavors, alongside claims of no added sugars or artificial additives, is attracting a new wave of consumers. Berry juices, sourced locally for their extended shelf life and natural appeal, are witnessing a surge in demand. The fruit juice market, marked by fragmentation, sees key players competing to meet surging consumer demands. For instance, in March 2024, Louis Dreyfus Company (LDC) unveiled its fresh fruit juice brand, Montebelo Brasil, exclusively in France, aiming to position it as a premier name in the French market. The lineup includes variations of pure orange juice and a yellow lemonade, catering to diverse consumer preferences.

#### North America Dominates the Market

Americans are increasingly favoring beverages packed with essential nutrients, vitamins, and antioxidants. Notably, the juice segment is garnering heightened attention, valued not just for its refreshing qualities but also for its nutritional benefits. The market is experiencing a notable uptick in the demand for 100% fruit juices, propelled by a discerning consumer base that can distinguish between pure fruit juices and fruit-flavored drinks.

Driven by their hectic schedules, Canadian consumers are turning to convenient, ready-to-drink juice options. This inclination is underscored by the rising popularity of juices, offering a convenient way for Canadians to incorporate fruits and vegetables into their diets. In 2022, per capita juice consumption in Canada stood at 21.7 liters, as reported by Agriculture and Agri-food Canada.

Mexicans have a strong affinity for freshly prepared fruit juices, often crafted at home or purchased from local vendors and markets. These locales present a diverse array of choices, ranging from freshly squeezed orange juice to aguas frescas, a traditional concoction featuring fruits like hibiscus, tamarind, and lime.

The deep-rooted cultural significance of local fruit-based beverages fuels the demand for juices that embody regional flavors and heritage. Across the Caribbean, freshly prepared juices and smoothies, featuring fruits like soursop, tamarind, and coconut, are ubiquitous at markets and street stalls.

#### Fruit & Vegetable Juice Industry Overview

The market is competitive, with both domestic and international players vying for market share. The major players in the industry include PepsiCo, Inc., Kraft Heinz Company, Keurig Dr. Pepper Inc., Coca-Cola Company, and Ocean Spray Cranberries Inc. These key players are prioritizing product development and innovation, aiming to cater to diverse consumer preferences and uphold premium quality. Many of them leverage mergers and acquisitions as a strategic tool, aiming to solidify their industry dominance. By doing so, these companies not only fortify their leading positions but also ensure they can contend vigorously with their market competitors.

#### Additional Benefits:

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

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