

PLATAFORMA
DE VALORIZAÇÃO,
INDUSTRIALIZAÇÃO
E INOVAÇÃO
AGROALIMENTAR



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Atlantic meets Mediterranean

Fruit in Food & Drink product categories

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**Knowledge Division
2023**



Juices and Smoothies



Date Published matches January 2018 to December 2022

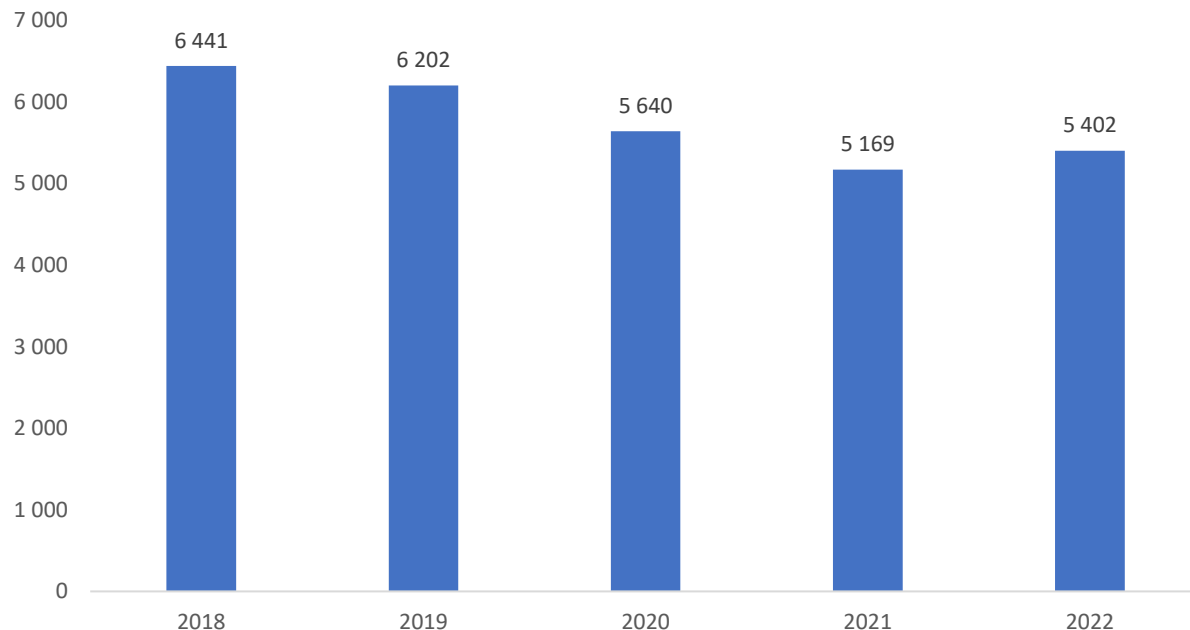
Sector matches Beverages

Product name mentions Juice or Smoothie

28 854 products found



Launches of Juices and Smoothies, by Year, 2018 - 2022



From 2018 to 2021, new product launches of Juices and Smoothies in retail markets across the globe decreased by 20%. 2022 saw a slight growth of 5%, compared to the previous year.

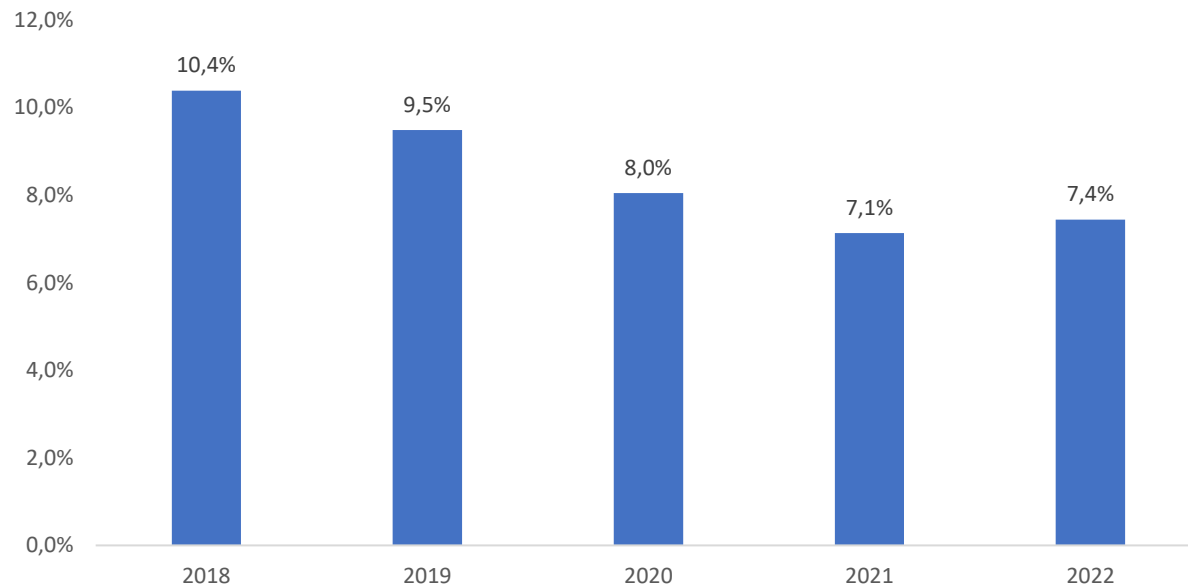
Date Published - Percentage of Beverages



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Percentage of launches of Juices and Smoothies (shown as percentage of all Beverage launches), by Year, 2018 - 2022



A little over 10% of all Beverages launched in 2018 mentioned Juice or Smoothie in their product names. Fast forward to 2022 and this percentage drops to 7,4%.

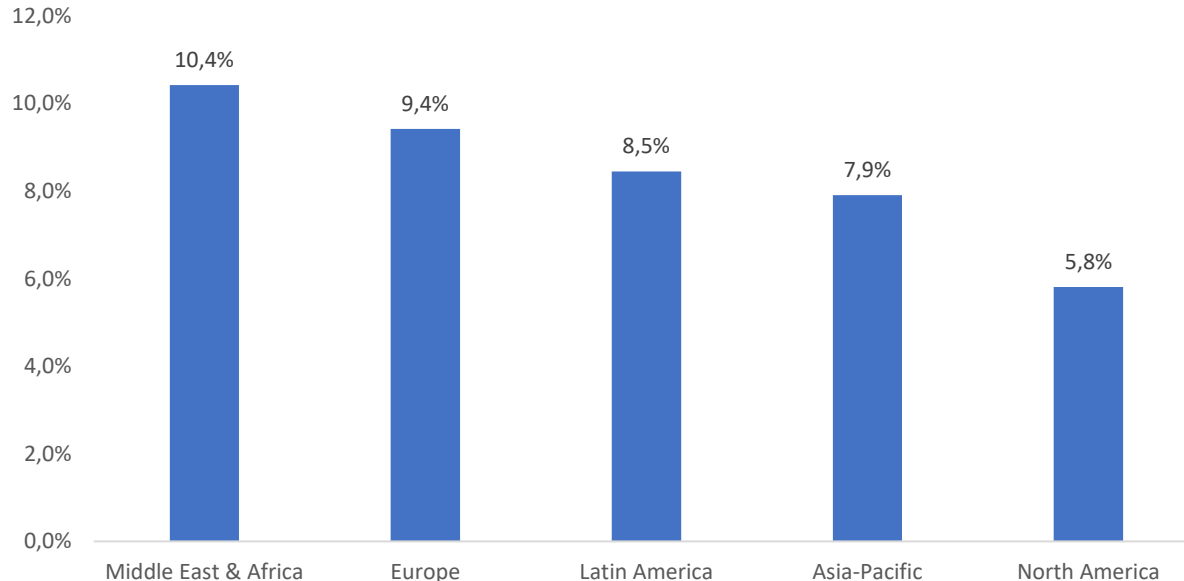
Regions



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Percentage of launches of Juices and Smoothies, by Region,
2018 - 2022



The Middle East & Africa region was the most active in terms of new product launches, with more than 10% of its Beverage launches corresponding to Juices or Smoothies. The region of North America registered a percentage of 5,8% of products.

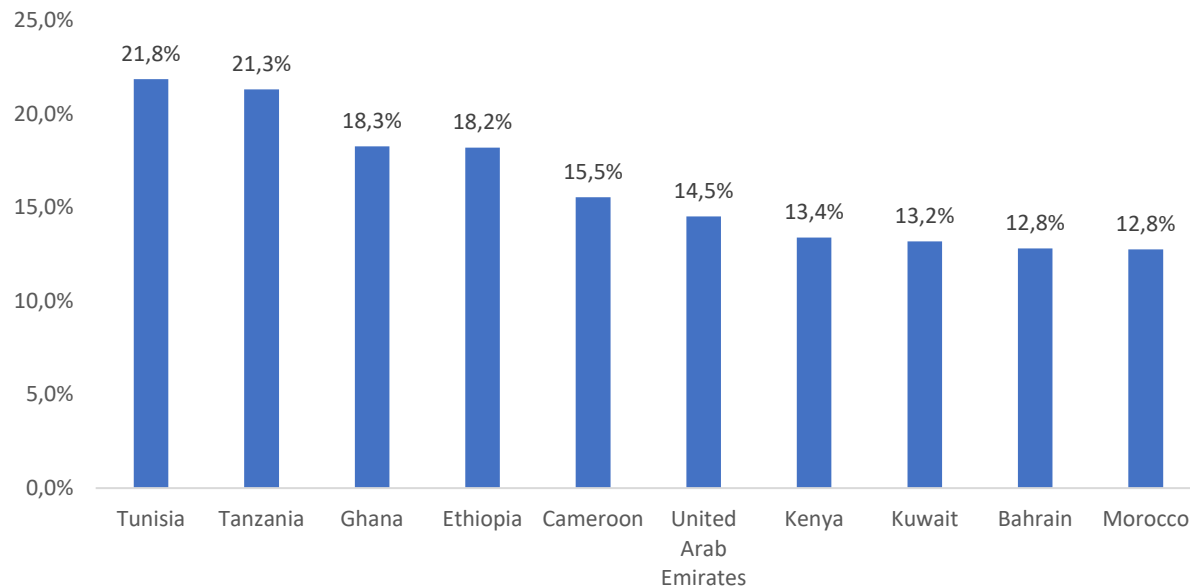
Countries in Middle East & Africa



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Percentage of launches of Juices and Smoothies, by Country
(Top 10), in Middle East & Africa, 2018 - 2022



Tunisia and Tanzania were the most active countries, where more than 20% of all Beverages launched were Juices or Smoothies.

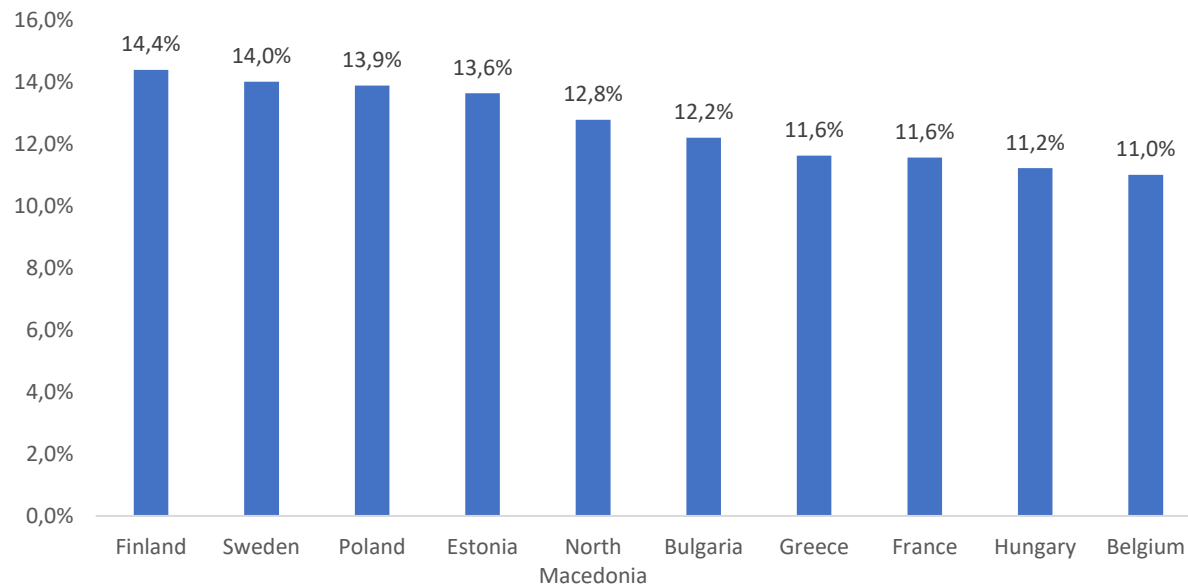
Countries in Europe



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Percentage of launches of Juices and Smoothies, by Country
(Top 10), in Europe, 2018 - 2022



In the European market, Finland was ahead of the rest of the countries, with a percentage of 14,4% of all Beverages corresponding to the Juices and Smoothies segment. Portugal, absent in the Top 10, registered a percentage of 8%.

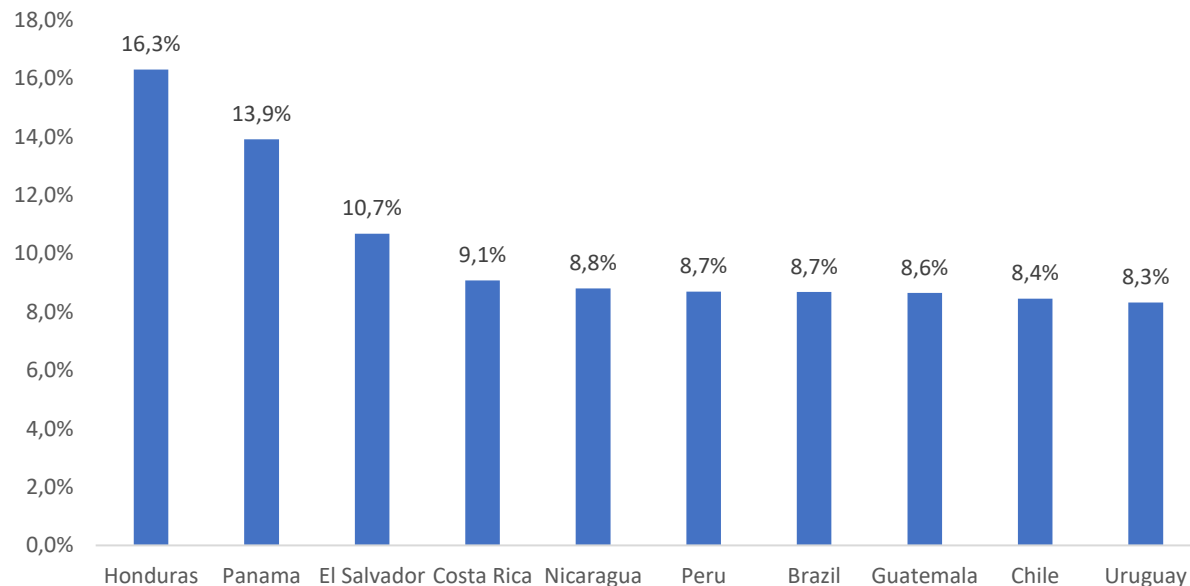
Countries in Latin America



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Percentage of launches of Juices and Smoothies, by Country
(Top 10), in Latin America, 2018 - 2022



The Juices and Smoothies segment made up more than 16% of all Beverages launched in Honduras, making it the country with the most activity in the Latin American region.

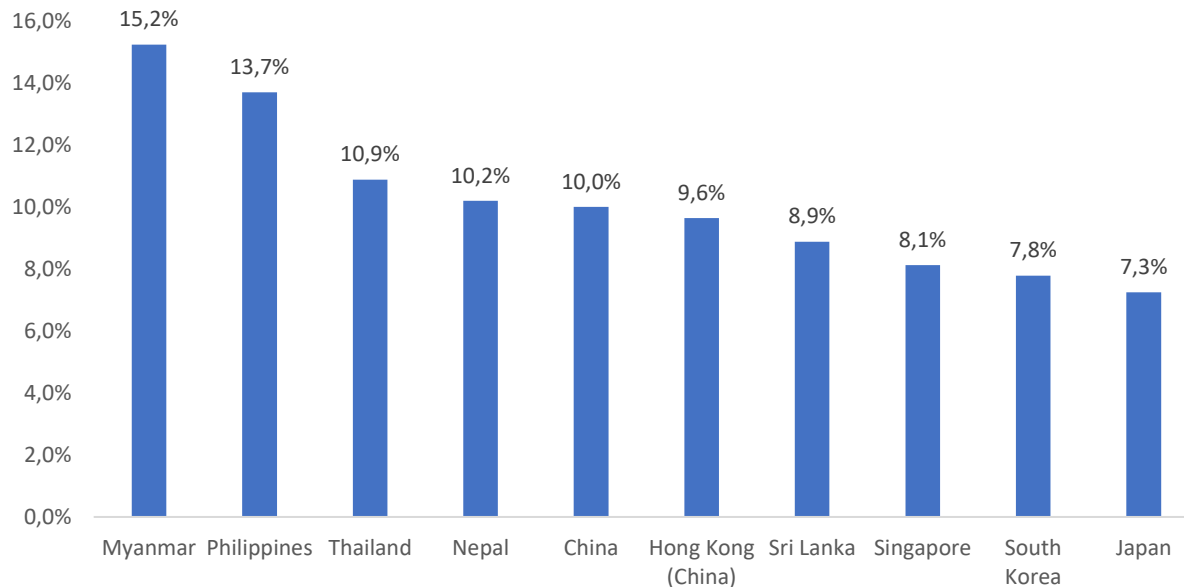
Countries in Asia-Pacific



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Percentage of launches of Juices and Smoothies, by Country
(Top 10), in Asia-Pacific, 2018 - 2022



Myanmar was the most active country in the Asia-Pacific region, followed by the Philippines.

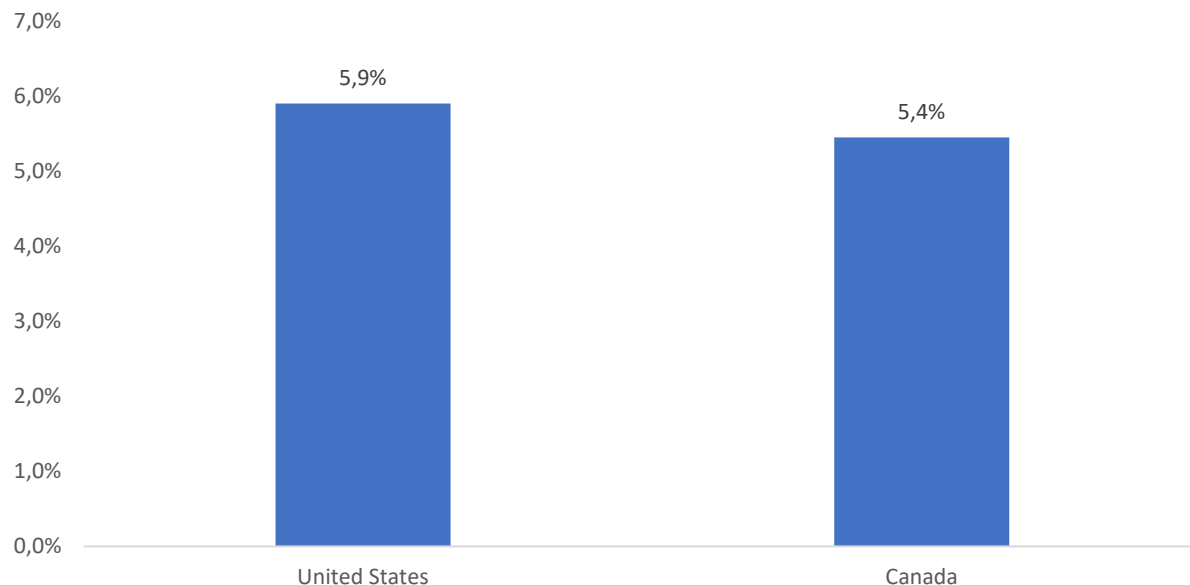
Countries in North America



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Percentage of launches of Juices and Smoothies, by Country, in North America, 2018 - 2022



The United States of America was slightly ahead of Canada's retail market when it comes to launches of Juices and Smoothies.

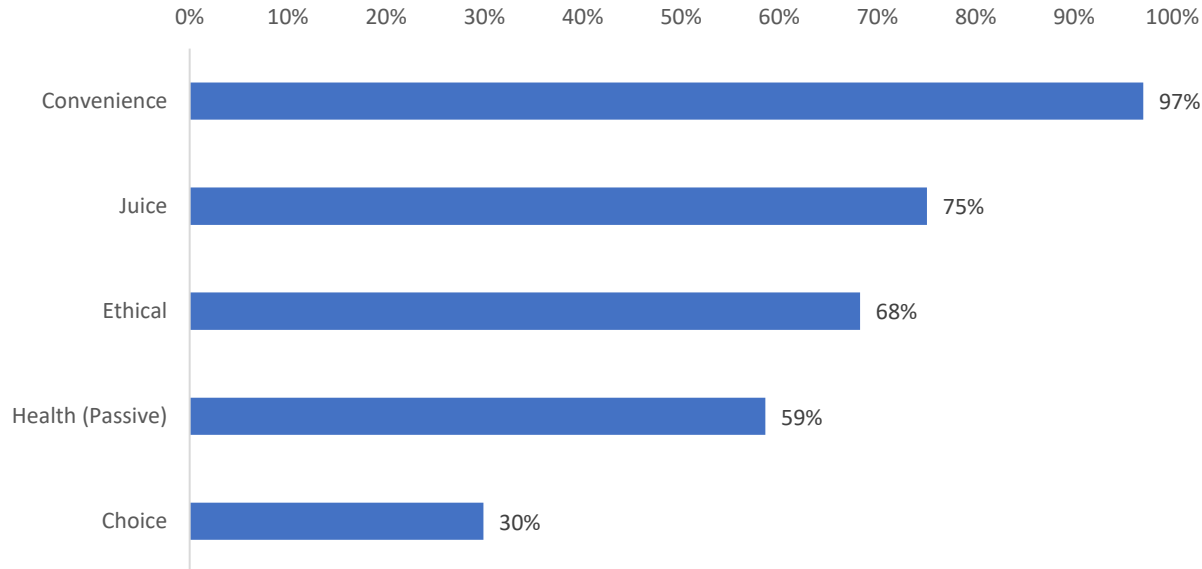
Product Positioning



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Percentage of launches of Juices and Smoothies, by Positioning Category (Top 5), 2018 - 2022



The Convenience positioning category dominated the segment, featuring in 97% of Juices and Smoothies.

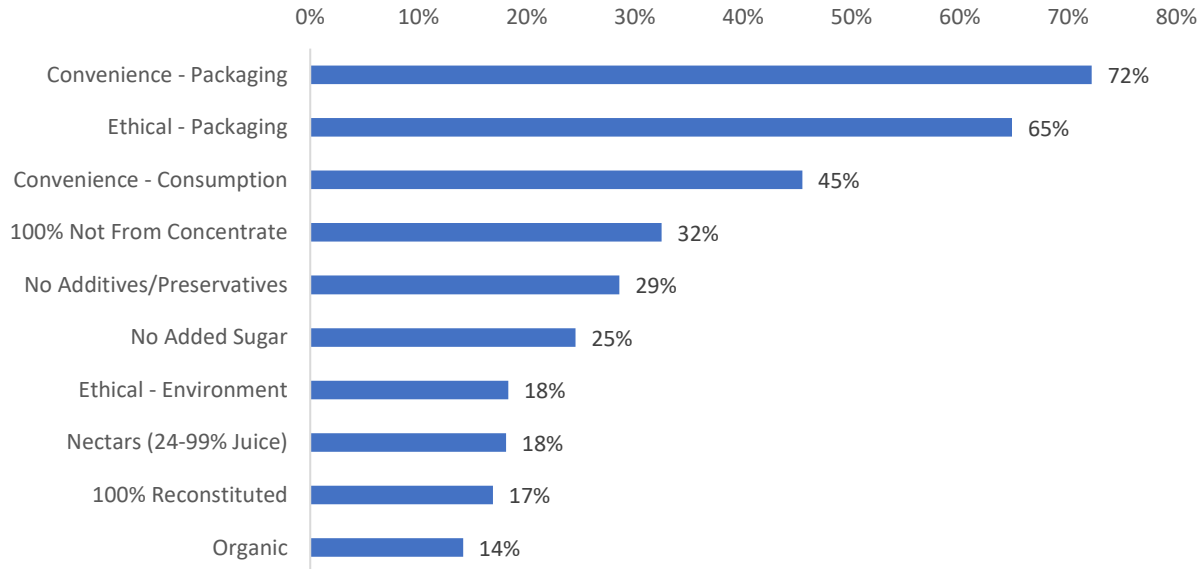
Product Positioning



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Percentage of launches of Juices and Smoothies, by Positioning
(Top 10), 2018 - 2022



Looking at the market positionings, the Convenience - Packaging stands out, featuring in around 7 in 10 Juices and Smoothies launched. The Ethical - Packaging positioning followed closely behind.

Positioning - Product Examples



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Convenience - Packaging



Organic apple, pear and banana smoothie in a 200ml **recloseable** glass bottle. Launched in Italy.

Ethical - Packaging



White grape juice in a 330ml Tetra Prisma Aseptic. FSC certified. **Recyclable packaging**. Launched in Japan.

Convenience - Consumption



Multivitamin fruit juice in a 200ml Tetra Brik Aseptic that can be **drunk on the go**. Launched in Bosnia & Herzegovina.

Positioning - Product Examples



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100% Not From Concentrates



Mixed apple and cashew juice in a 900ml plastic bottle. Contains 100% juice **not from concentrate**. Launched in Brazil.

No Additives/Preservatives



100% fruit and vegetable juice blend of apple, lime and ginger with chia seeds, in a 500ml plastic bottle. **No added preservatives**. Launched in South Africa.

No Added Sugar



Red fruit juice drink with Agua Mineral Vitalis, in a 1L plastic bottle. **0% sugar added**. Launched in Portugal.

Fruit Pouches



Date Published matches January 2018 to December 2022

Category matches Fruit & Vegetables

Subcategory matches Fruit Pouches

1 676 products found

Definition: Includes fruit beverages normally in doypouches typically recognized by a screw-off cap at the top.

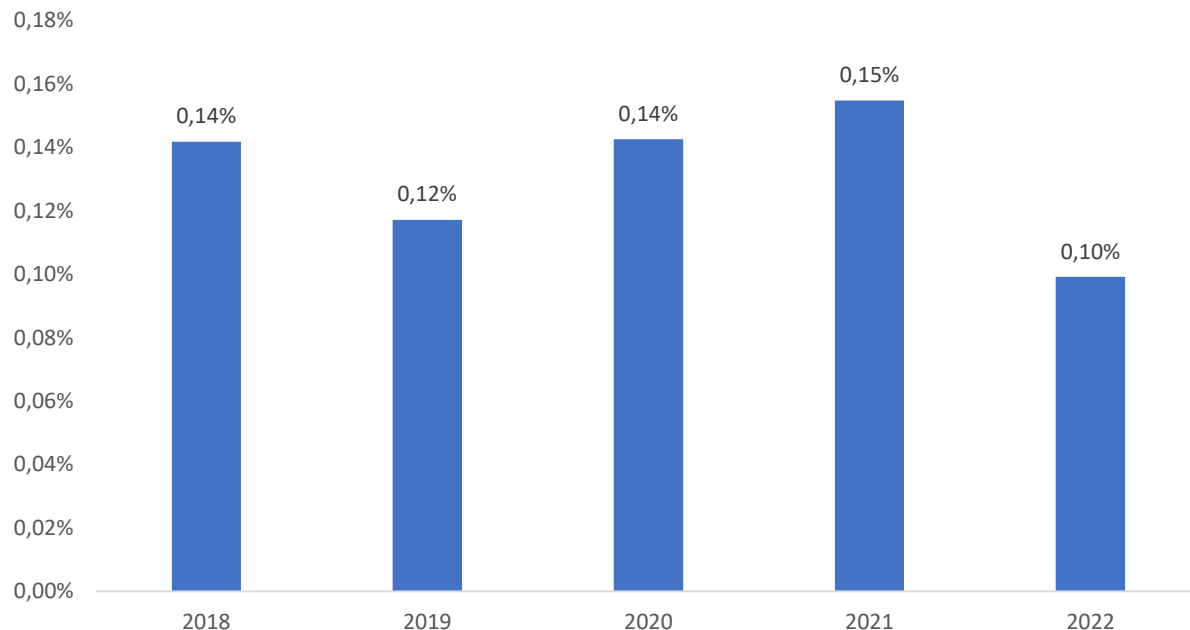
Date Published - Percentage of Food



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Percentage of Fruit Pouches launches, by Year, 2018 - 2022



The subcategory of Fruit Pouches accounted for only 0,13% of all Food products launched in the retail market over the last five years. From 2018 to 2022, it registered a 30% decrease in relative launches.

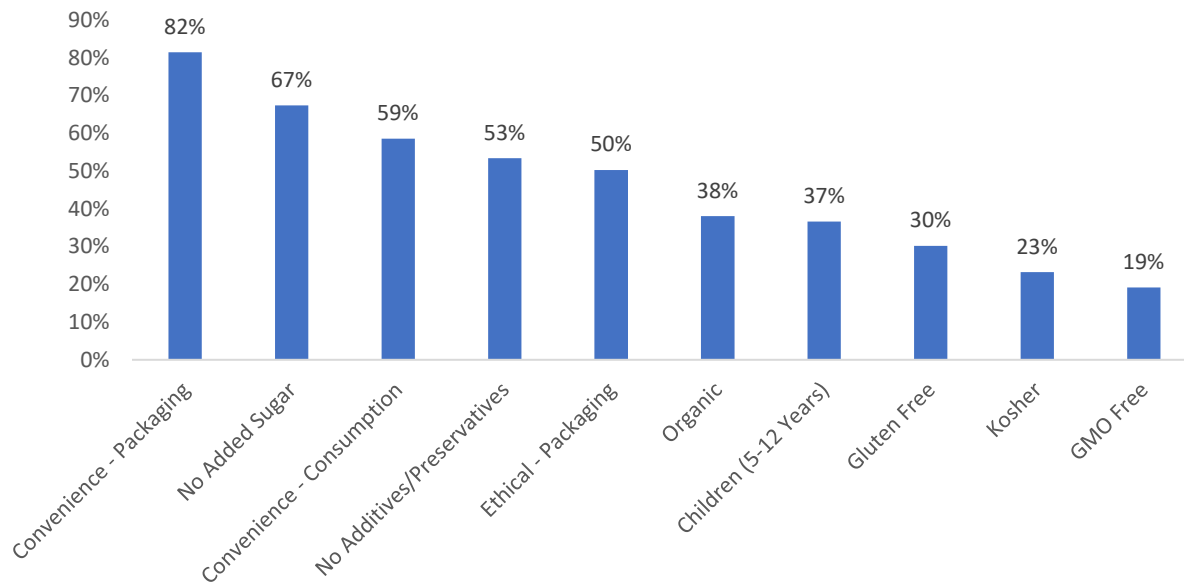
Product Positioning



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Percentage of Fruit Pouches launches, by Positioning (Top 10),
2018 - 2022



The nature of Fruit Pouches makes this subcategory a suitable candidate for the Convenience positioning category, and brands took advantage of it. The No Added Sugar claim was featured in two thirds of products. The No Additives/Preservatives was found in over half of Fruit Pouches.

Immune Health leads the charge in the USA



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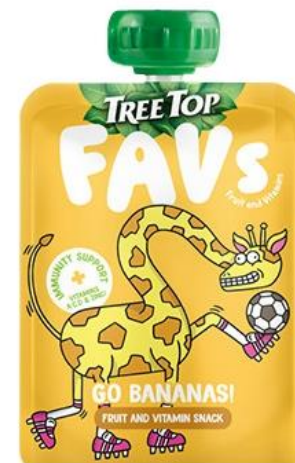
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9%

of Fruit Pouches launched in the United States of America featured the Immune Health positioning, the highest percentage of any positioning in the Health (Active) positioning category.



Organic strawberry pouches. Helps strengthen the immune system with wellmune.



Banana fruit snack. Working together, the vitamins and minerals (A, C, D and zinc) in every pouch help support the immunity system.

Ethical and Health claims in the United Kingdom



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Apple, raspberry and blueberry puree. Certified organic. No added sugar. Pouches, caps and boxes are fully recyclable.



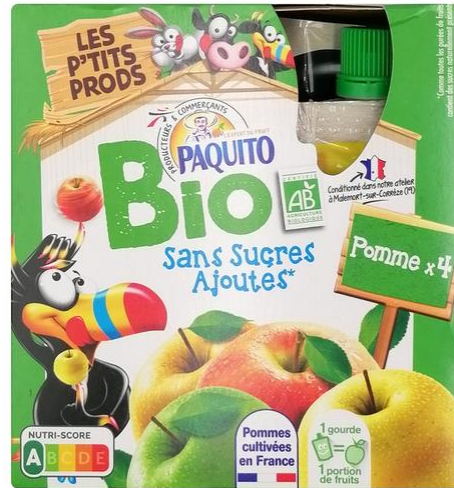
Plastic doyp pouches of apple and banana fruit puree snack. 1 of your 5 a day per pouch. No additives. Recyclable packaging.

No Added Sugar very active in France and Germany



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4x90g plastic spouted pouches of organic apple puree. No added sugars, only fruit sugars are naturally present.



Organic 100% banana and passion fruit puree, in a 300g plastic spouted pouch. No added sugar (ingredients naturally contain sugar).

Fruit Pouches boosting Health in China



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Strawberry, banana and apple puree in a 80g plastic spouted pouch. 100% organic fruit. Sugar free, no added flavours or colours, no concentrated fruit juice.



Blended fruit puree in pineapple flavour in a 150g plastic spouted pouch. Contains vitamin B1, vitamin B2, and vitamin C.



Apple, banana, carrot, blueberry, kiwi and plum fruit puree, in a 100g plastic spouted pouch. Nothing added except fruit, not even water.

Baby Fruit Products Desserts & Yogurts



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Date Published matches January 2018 to December 2022

Category matches Baby & Toddlers

Subcategory matches Baby Fruit Products Desserts & Yogurts

14 408 products found

Definition: Includes all fruit pouches single and multi, purees, puddings, smoothies, fromage frais, fruit curds, yogurts, fruit yogurts, spoonable dairy yogurts, ready-to-drink (RTD) yogurts, milk desserts, creamy dessert pots, specifically targeted for babies and toddlers.



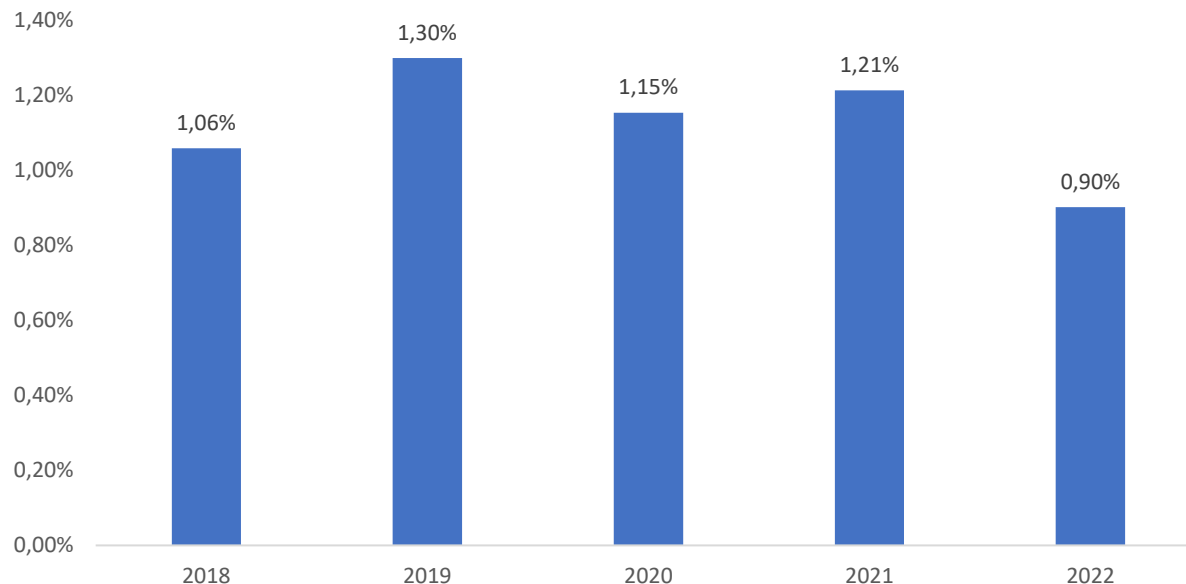
Date Published - Percentage of Food



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Percentage of Baby Fruit Products Desserts & Yogurts launches,
by Year, 2018 - 2022



This subcategory registered a lot of ups and downs throughout the years, hovering at around 1% of total Food product launches. From 2018 to 2022, it registered a decrease of 15%.

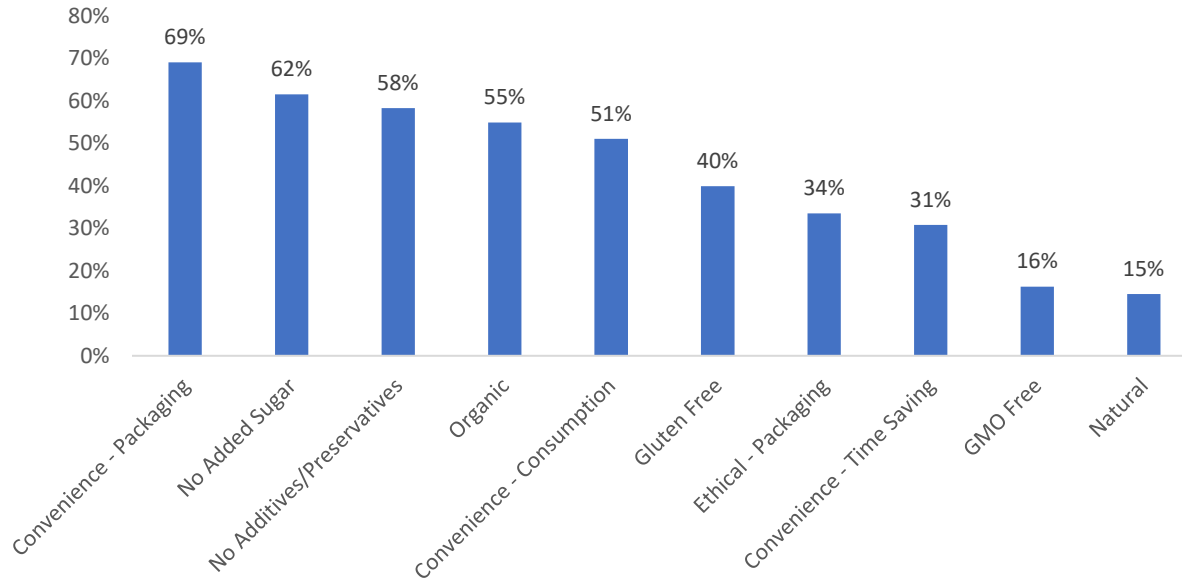
Product Positioning



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Percentage of Baby Fruit Products Desserts & Yogurts launches, by Positioning (Top 10), 2018 - 2022



Almost 70% of products launched in the last five years highlighted their convenient packaging. The No Added Sugar and No Additives/Preservatives positionings were found in around 60% of product launches.

Ethical - Human positioning was highest in the USA



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Organic cinnamon, beets and green apples puree, for babies from 6 months onwards. Women owned. Certified by Ecocert SA.



Organic bananas, spinach, passion fruit and oats puree. Certified B Corporation.

Health claims in the United Kingdom



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Five individual spouted pouches of smooth blend of organic banana, apple, blackcurrant and blueberry purees. 100% organic. No added sugar.



A blend of organic green apple, mango and peach puree. Certified organic. Nothing artificial.



A smooth blend of mango and green apple puree with added vitamin C. 100% natural ingredients plus vitamin C.

Two thirds of France's products featured the Ethical - Packaging positioning



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2 x 130g glass jars of organic golden apple, apricot and cereal puree. Printed on recycled cardboard.



Organic plain brewed milk dessert for babies from 6 months. Manufactured without bisphenol A, in accordance with the regulations. Recyclable packaging.

Wholegrain positioning was very active in Germany



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Organic apple, pear and wholegrain muesli puree, for babies from 6 months. Comes in a 190g glass jar.



Organic strawberry and raspberry fruit puree with wholegrain oats, for toddlers from 12 months onwards.

Low/No/Reduced Sodium in China



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Apple and banana puree for babies from 6 months onwards.
No added sugar and salt.



A2 beta casein cheese puree with banana and green apple flavor, for toddlers from 3 years old. Low sodium.



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