

AIJN

European Fruit Juice Association

2016

Liquid Fruit

MARKET REPORT





Contents

5	Introduction: AIJN President Marjan Skotnicki-Hoogland
6	The Fruit Juice Industry: Overall Fruit Juice Consumption
7	European Industry Trends and Segmentation
8	AIJN Juice Campaign – Giving Juice a Boost
11	Update from the Code of Practice Expert Group
14	Update on the Juice CSR Platform and Next Steps
16	Conclusions and Outlook

Country Profiles

Austria	18
Belgium	19
Bulgaria	28
Croatia	28
Cyprus	28
Czech Republic	30
Denmark	30
Estonia	30
Finland	32
France	20
Germany	21
Greece	32
Hungary	32
Ireland	34
Italy	22
Latvia	34
Lithuania	34
Luxembourg	36
Malta	36
Netherlands	23
Norway	36
Poland	24
Portugal	38
Romania	38
Slovakia	38
Slovenia	40
Spain	25
Sweden	26
Switzerland	40
Turkey	40
United Kingdom	27

42	Report Methodology and Definitions
----	------------------------------------

43	About AIJN
----	------------



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Introduction from the President

Welcome to the 2016 edition of the European Fruit Juice Association (AIJN) Market Report. The report provides you with a concise and current snapshot of our industry. Our goal is rather simple – to offer insight and an overview to European and national legislators, non-governmental institutions and all fellow stakeholders in the food and drinks industry, wherever they may be.

This year has once again proven to be a very active one for AIJN, as the demand for the work we do becomes a necessity, rather than simply 'nice to have'. One of our major projects is the AIJN Juice Campaign, which has really taken off in 2016.

With an ambitious PR programme in place – and voluntary funding coming from the European bottling industry and Citrus BR members from Brazil, as well as additional contributors from the packaging industry – we are ready to embrace the challenges that have, for quite some time, set the agenda in this one-sided debate. It is time for the industry to skillfully rebalance the conversation based on facts, making sure that everyone is aware of the goodness of fruit juice, using scientific evidence and world-renowned scientists to speak on our behalf. Everyone in the value chain counts, irrespective of size. So if your company would like to participate in the campaign, please get in touch with us for further information on how to do so.

Sustainability is also a key topic, not only for us at AIJN but in the overall business sphere as well, with more companies understanding the need and benefits of sustainable practices. At AIJN, we do this through our Juice CSR Platform, which has been active since 2013 and is a leader in this field.

The Platform provides a neutral and collaborative environment, ensuring that CSR opportunities and challenges are dealt with together, focusing on hotspots in particular country/crop combinations. The growing number of Platform members ensures that these are tackled in a multi-stakeholder manner with involvement from representatives from the entire value chain – from farmers to NGOs. As we can only win the CSR agenda together, we sincerely encourage you to join us through our Juice CSR Platform, if you have not done so already.

In addition, AIJN has collaborated in PHBOTTLE, an EU-funded research project aimed at developing a bottle made with polyhydroxybutyrate (PHB) produced by microbial fermentation of the organic matter present in the wastewater of the juice industry for the first time. The results showed that it was possible to convert up to 30% of the sugars in the wastewater into PHB and to use that biopolymer to produce bio-based packaging.

2016 will also see the AIJN co-organising the fourth annual Juice Summit, which will be held in Antwerp for the third consecutive year due to the enormous success and good reviews from the previous two. Together with our partners, IFU and SGF, the AIJN will assemble global suppliers, bottlers and customers in what has clearly become the must-attend conference for senior fruit juice executives across the globe. If you have not done so already, please make sure to save the dates, 12–13 October, in your calendars.

Have a great summer, and I look forward to welcoming you again in Antwerp at the 2016 Juice Summit.



Marjan Skotnicki-Hoogland,
AIJN President

“It is time for the industry to skillfully rebalance the conversation based on facts, making sure that everyone is aware of the goodness of fruit juice...”



The Fruit Juice Industry: Overall Fruit Juice Consumption

Fruit juice and nectar consumption in the EU was 9.6 billion litres in 2015, representing just a slight decline of 0.7% compared to 2014. This amounts to a per capita consumption level of 18.9 litres in 2015, driven by the largest market, Germany with 29.4 litres.

Globally, fruit juice and nectar consumption stood at 38.5 billion litres, with the EU still the biggest consumption region, followed by North America. The development in the Asia-Pacific region was driven by good sales of nectars, while both fruit juice and nectar volumes rose in the Africa/Middle East region. Poland remains the key driver of fruit juices and nectars in the Eastern European contingent of the EU. In Western Europe, the shift from fruit juices and nectars towards other perceived healthier beverages by consumers in the key markets of Germany and France impacted on volumes considerably.

Raw material prices remain high

With raw material prices and logistics costs remaining high in 2015, trading conditions were still difficult for producers in the EU. Political instability in markets such as Russia and the Ukraine, the on-going refugee crisis and anti-EU movements in many countries in effect, meant that producers faced uncertainty regarding future trading and export conditions. Pricing was already at a critical low point in many markets, and margins for fruit juice and nectar producers were further slimmed down. Only a few smaller EU markets saw an increase in consumption in 2015.

Consumer trends and needs

The ongoing trend towards healthy and sustainable living has been recognised by fruit juice and nectar producers in recent years. By emphasising natural sourcing as well as functional and health benefits, producers have attached positive connotations to their products, helping consumers to perceive fruit juices and nectars more positively again. The recovering economic situation in many EU

countries after years of stringent consumer spending has also helped in slowing the declines in consumption. For price-sensitive consumers, nectars provide an alternative to 100% fruit juice, allowing them to purchase healthy beverages at a reasonable price point.

A challenge for fruit juices and nectars remains the changing consumption patterns in the modern world of work. Consumption occasions are becoming less ritualistic, and more spontaneous, provided that they fit into a hectic work/life schedule. Fewer consumers tend to have a traditional sit-down breakfast, depriving fruit juice of one of its traditional consumption occasions. Other categories offer examples of how to react to this development, for example in the development of the cereal dairy drinks that can be consumed on the way to work. 'On the go' consumption is a hot topic for the beverage industry and needs to be addressed by fruit juice and nectar producers in order to keep up with the needs of the modern consumer.

Quality vs quantity

A continuing phenomenon is the success of premium fruit juice compared to standard variants. Even though total consumption fell in 2015, a look into the 100% fruit juice figures reveals that there are segments of the market which showed positive development in 2015.

While chilled juices made up only 23% of 100% fruit juice volume in 2015, this represented a one percentage share point increase compared to 2014. In terms of volume growth, chilled fruit juice consumption increased by 2.0%. An even larger growth was recorded in the NFC (not from concentrate) segment, which was up by 4.4% in 2015. This highlights that consumers are willing to pay a more premium price for a product, if it guarantees a perceived higher quality and/or health benefit in return. Price promotions and a wider availability in modern retail channels, e.g. discount, are serving to further boost the penetration of premium juice.

Total Fruit Juices and Nectars		Population: 509.9 million					
Year		2011	2012	2013	2014	2015	% change
Volume, million litres		10,817	10,474	10,031	9,702	9,631	-0.73%
Total	Private label	4,695	4,567	4,306	4,091	3,970	-2.97%
	Branded	6,122	5,907	5,725	5,610	5,661	0.90%

Fruit juice (100% juice content)

Total fruit juice		7,024	6,782	6,474	6,208	6,142	-1.06%
	Private label	3,251	3,110	2,908	2,712	2,618	-3.45%
	Branded	3,773	3,672	3,565	3,496	3,524	0.81%
Chilled		1,356	1,397	1,406	1,389	1,417	2.04%
Ambient		5,668	5,385	5,068	4,819	4,725	-1.95%
From concentrate		5,301	4,991	4,640	4,358	4,211	-3.37%
Not from concentrate		1,724	1,791	1,834	1,850	1,931	4.41%

Nectars (25–99% juice content)

Total nectars		3,792	3,692	3,557	3,494	3,489	-0.15%
	Private label	1,444	1,457	1,397	1,379	1,351	-2.02%
	Branded	2,348	2,235	2,160	2,115	2,137	1.07%

Largest EU FJN market by volume consumption, 2015

Country	Million litres
Germany	2,391
France	1,505
United Kingdom	1,140
Spain	941
Poland	757
Others	2,897
Total	9,631

Largest EU FJN market by per-capita consumption, 2015

Country	Population (million)	Litres per person
Germany	81.3	29.4
Malta	0.4	28.0
Netherlands	16.9	25.9
Finland	5.5	24.2
Cyprus	1.2	24.0
Austria	207.1	24.0

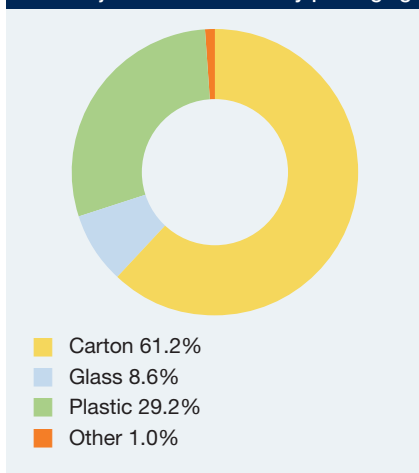
Largest FJN markets by volume consumption by region, 2015

Region	Million litres
North America	9,270
Western Europe	8,635
Asia-Pacific	8,320
Eastern Europe	4,438
Africa and Middle East	4,070
Latin America	3,740
Total	38,473
EU 28	9,631

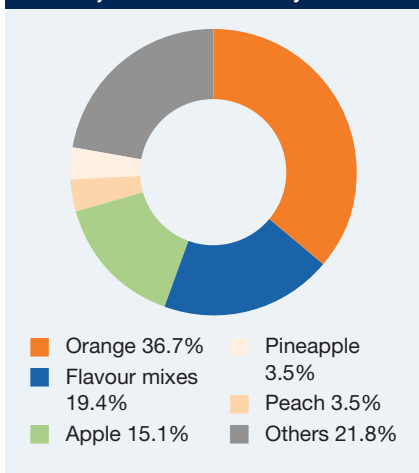
Largest FJN markets by per-capita consumption by region, 2015

Country	Population (million)	Litres per person
North America	357.1	26.0
Western Europe	420.6	20.5
EU 28	509.9	18.9
Eastern Europe	401.6	11.1
Latin America	628.8	5.9
Africa and Middle East	1,403.5	2.9
Asia-Pacific	4,114.4	2.0

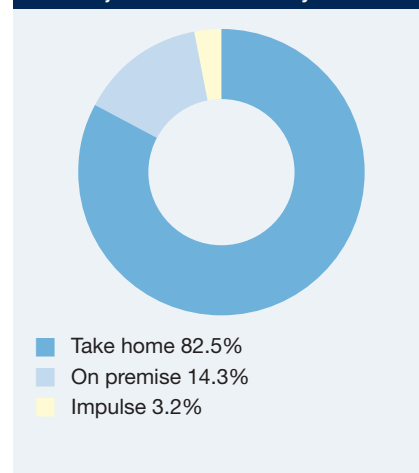
EU fruit juices and nectars by packaging



EU fruit juices and nectars by flavour



EU fruit juices and nectars by channel



European Industry Trends and Segmentation

In 2015, the EU fruit juice and nectar market contracted again, but on a smaller scale than in previous years. Improving macroeconomic conditions in many countries slowed the rate of decline, with consumers able to spend more of their disposable incomes on fruit juices and nectars. Nectars, thanks to their lower price level, saw only a marginal fall, while fruit juice fell by 1.1% compared to 2014.

Segmentation and flavour profile

Despite the drop in volume, there are positive signals which should not be overlooked. The 4.4% growth of the not from concentrate (NFC) juice segment cushioned the losses in the from concentrate (FC) segment, with FC juice down 3.4% in 2015. The high price of FC raw material prompted many producers to turn to NFC juice, which offers a higher margin return due to its perceived higher quality. FC and NFC commodity prices for producers are starting to move closer together. Chilled juice, up by 2.0%, took a similar direction as the NFC segment at the expense of ambient juices, which fell by a similar amount. With broader availability in retail channels and price discounting activities, consumers are increasingly turning to chilled juice.

Orange continues to be the most popular flavour in the EU markets, followed by flavour mixes. Flavour mixes slightly increased in share, as they become more popular with both consumers and producers alike. For consumers, the variety of flavour mixes offers variation, as well as perceived nutritional and functional benefits. Seasonal versions of flavour mixes also play into the trend of sustainably-sourced ingredients. For producers, flavour mixes limit the risk of flavours falling out of favour, can reduce commodity costs and give room to experiment and innovate. Apple remains a staple flavour in the large apple-growing countries of Germany, France, Austria and Poland. Peach and pineapple are popular in southern EU countries such as Spain or Italy.

Brands vs. Private label profile

For the fourth consecutive year, brands increased their share of the total fruit juice and nectars market in the EU, accounting for 58.8% in 2015 (2014: 57.8%), up 0.9%. Private label's competitive pricing and increasing quality levels had been challenging branded product, but the rising commodity prices made it difficult for

private label producers to make ends meet. With promotional activity, price discounting and the promise of high quality products, brands continued to outshine their private label counterparts. This was particularly notable amongst fruit juice, where private label suffered a 3.5% decline versus a near 1% growth for branded products. In nectars, branded share sustained a steady 61% share, with price levels between brands and private label drawing closer, but consumers tended to trust brand quality more, and bought on promotion.

Channel profile

The majority of fruit juices and nectars are sold in modern retail channels, such as hypermarkets, supermarkets and discounters, for at-home consumption. On-premise sales remain low and suffer from substitution by, for example, flavoured waters, or still drinks in key Horeca markets like Spain or Italy. Impulse channels hold a minority share of the distribution profile, but offer a potential opportunity for fruit juice and nectar producers to exploit in the future, given the rising consumer trend towards healthy 'on the go' consumption.

Country ranking

70% of the EU fruit juice and nectar market volume is generated by just five countries. Germany alone accounts for nearly one-quarter of consumption. France, the UK, Spain and Poland follow, together representing 45%. Germany is also the leading market in terms of per capita consumption, with France, Spain and Poland also ranking within the top ten listing.



Giving Juice a Boost

After a huge planning, fundraising and stakeholder collaboration effort, AIJN's Juice Campaign is ready to move forward, as Gaynor Ferrari, AIJN Campaign Director explains. Using scientific insight from nutrition experts, the campaign is seeking to rebalance the debate when it comes to the benefits of 100% fruit juice and reposition its image.

2016 is our year. It is the year we really begin to deliver the AIJN Juice Campaign. Our industry knows that it has taken a while to put campaign funding in place, which was, of course, the first, crucial step towards actually having a campaign. Citrus BR members, representing a significant slice of the world's orange juice market, agreed to part-fund a European campaign, to be managed through the AIJN, on the condition that at least the top 26 orange-juice buyers in Europe contributed the same amount as well. We managed to get a deal in place with all the signatures, and the rest, as they say, is (early) history.

We are now embarking on a public relations campaign across at least 14 nations in this first phase to improve the public image of fruit juice – and particularly orange juice – and communicate the scientific evidence base demonstrating that 100% fruit juice is a great addition to a healthy diet.

Globally, fruit juice is being demonised

The fruit juice industry is under threat. Our natural product, 100% fruit juice, is becoming a scapegoat for the global obesity epidemic and consumption of excess sugar. The positive

messages and benefits of fruit juice are no longer being heard. Myths about fruit juice are being propagated across Europe and blaming fruit juice overconsumption is an easy win for governments that may have their own targets for sugar reduction. Some countries have already taken fruit juice out of national five-a-day guidelines, and others are considering this or a sugar tax on fruit juice later this year. This is why a public relations campaign is needed immediately. Our industry mission with this campaign is to regain the positive image of fruit juice and, of course, to ultimately give consumers a reason to buy 100% fruit juice.

Our campaign hopes to **rebalance the debate** so that it is no longer one-sided. We want the positive health benefits of fruit juice to be heard once again, using science and evidence to back up





what we say. This means talking to the people who influence the debate – scientists, health professionals, government and the media – before we speak directly to consumers.

Secondly we want to **re-establish fruit juice as beneficial to a healthy lifestyle**. We know from looking at over 400 peer-reviewed articles on 100% fruit juice, referencing over 1,000 scientists’ research, that most research on fruit juice shows positive or neutral effects on health, and there is very little credible science demonstrating otherwise. We need to communicate this to health influencers – including politicians – to temper the

It’s quite remarkable to bring more than 25 companies together under one common goal. We see it as a great opportunity to work together to defend and celebrate the benefits of fruit juice and balance the discussion.

Jose Marti, Senior Vice-President Marketing, R&D, Eckes-Granini Group

hysteria of the current conversation on fruit juice. We have to promote the science, but we will also talk about drinking fruit juice in moderation – a small glass a day is all that is needed. In fact, one of the myths we have to tackle is that of overconsumption. We know from the data in this market report that consumption across Europe averages much less than a small glass a day, so overconsumption is not the issue some believe it to be.

Countries in Phase 1 of the campaign

	Austria – Verband der Österreichischen Fruchtsaft- und Fruchtsirupindustrie
	Belgium – AJUNEC
	Denmark – Danish Fruit Juice and Jam Industries
	Finland – ETL
	France – UNIJUS
	Germany – VdF
	Ireland – IBEC
	Italy – AIIPA, Conserve Italia and Federvini
	Netherlands – FWS
	Poland – KUPS
	Portugal – SUMOL + COMPAL
	Spain – ASOZUMOS
	Sweden – Swedish Juice Association
	UK – BSDA

To succeed at these two objectives, we are creating a bank of science and communications materials, as well as tools that countries can use. The central team in Brussels, and each country’s national association, will also engage with key influencers in their countries who can provide the scientific support that we need to demonstrate the fact that 100% fruit juice is good for our health.



After a frenetic few months of pitches and introductory meetings, 14 countries will begin their communications activity and already have PR agencies in place. We are therefore on the campaign path now, with media, digital and stakeholder activity soon to follow.

What will you see in 2016?

Central activity

AIJN is providing resources – enablers – that countries can use to roll out their own campaign. We will be consistent with messaging, look and feel, but each country can modify the campaign to account for local conditions, media and economics. There are two types of enablers: science and communications. Science is the bedrock of the campaign, so we have a big focus on getting these enablers right.

Scientific Expert Panel (SEP): some of the world’s leading nutrition scientists have agreed to sit on the SEP and we now have all five members in place, including Cornell’s Professor of Food Science, Rui Hai Liu, who chairs the SEP, as well as four further world-renowned scientists. SEP ensures that we are aware of the most up-to-date science, and members can attend events and write scientific opinion pieces. It will also review the current science base and suggest where it could be strengthened. Their first meeting will take place in the early summer.

“Our members – Citrosuco, Cutrale and Louis Dreyfus – are happy to be founding members of the PR campaign and to see that so many important stakeholders of the sector are also engaged and actively participating. These efforts will certainly bring positive results and remind consumers of the benefits of drinking orange juice.

Larissa Pop Abrahao, Citrus BR

Scientific database: we are building a database of all the available science on fruit juices that countries and their PR agencies can use to corroborate facts and create media activity.

Literature reviews: we already have around ten literature reviews nearing completion, which summarise the science on fruit juice for a range of themes including portion size, satiety, diabetes and cardiovascular health. These will help us engage

Fruit juice facts

- Drinking fruit juice can **help you increase your daily fruit and vegetable intake**.
- 100% fruit juice **can contribute to a healthy diet**, since it is a source of essential nutrients.
- 100% fruit juice **can help children become used to the taste of fruit and vegetables**, which may lead to long-term positive health choices.
- There is **never any added sugar** in 100% fruit juice.
- Glycemic index levels of fruit juices **are typically low** and comparable to that of the fruit from which they are made.

in dialogue with health influencers and balance the debate. We also have a range of communications enablers and materials that countries can translate, customise and use locally. These include the central message house, fact sheets (on the health benefits of fruit juice or on orange juice production, for example), nutrient charts for the top fruit juices, and a range of FAQs and media materials, plus campaign microsites for each country.

This is just a small taste of the work that is being delivered this year. Locally, each country has its own programme involving stakeholder engagement, public affairs, media, events and digital activity using the central resources. We are just at the stage where countries are creating their local plans, so it is also an exciting stage for campaign partners to become involved locally.

How do our partners support the campaign?

Citrus BR members – Louis Dreyfus, Cutrale and Citrosuco – add a small surcharge on every tonne of orange juice bought from them by those European bottlers who have agreed to contribute to the campaign. Citrus BR members then double the surcharge and send the total to Europe.

On top of this, we have one-off yearly contributions from one of our founding partners, Tetra Pak, as well as contributions from other packaging companies like Elopak and SIG Combibloc. All together, we have over 30 partners now – and we need more. The greater the number of funding partners we have, the more money we have, and the more expertise and voices we have to support the campaign.

Partners may also have the opportunity to join the campaign’s Project Board (making strategic decisions), or to join the Marketing Steering Committee, where senior marketers shape the campaign and advise on its activity.

If you are reading this, you are probably part of the fruit juice industry and could become involved in this campaign if you are not already. If you like what you have heard and believe it has real potential to support our industry and the profile of 100% fruit juice, then please think about becoming a contributor. In the first instance, speak to your national fruit juice or soft drinks association, or contact AIJN’s Jan Hermans at jan.hermans@ajjn.org.

Together, the European fruit juice industry is completely committed to this campaign. It has taken some time but, now, we are on track to make a bigger, louder, more lasting impact together than we could do individually.

There is an old African saying: “If you want to go fast, go alone; if you want to go far, go together.” Together, we can put fruit juice back on the table as the healthy drink we know it is.

Developing Common Codes of Practice for the Industry

AIJN's Code of Practice Expert group is tasked with creating and maintaining best practice for members when it comes to issues faced throughout the supply chain of the fruit juice industry. Here are the latest developments.



The main responsibility of the AIJN Code of Practice Expert Group is the development and maintenance of individual Reference Guidelines (RGs) for fruit juice. It also provides guidance concerning topics that pertain to the RGs. One such topic is whether a certain subspecies of fruit or fruit cultivar is covered by a specific RG. For example, in the RG for orange juice, it states:

"It is understood that orange juice is made from Citrus sinensis (L.) Osbeck and includes blood orange."

Whereas in the one for mandarin it states:

"It is understood that mandarin juice is made from Citrus reticulata (Jones 1990, it also includes subspecies Citrus unshiu, Citrus nobilis and Citrus deliciosa)."

Questions such as 'Is mandarin considered an orange and hence can it be used to produce orange juice?' or 'Is clementine covered by the RG for mandarin juice?' sometimes come up and are answered by experts from the group.



The expert group acknowledges that there is a gap between the botanical classification of fruits and their corresponding commercial names. It was felt that a document to provide clarification of the area as to what can be considered a certain fruit in the universe of the RGs for citrus fruits would be very useful.

As the area of citrus phylogeny is very complex, and further complicated by the constant production of new citrus varieties and crosses, the expert group established a short guidance document, 'AIJN Guidance on citrus classification', to assist practitioners in the field. The aim of this guidance was to provide: a brief overview of the area; the origins of orange, grapefruit, mandarin and lemon; and, more clarity as to which cultivars are covered by each RG.

HPP has been around for the longest time and relies on the compression of the product under very high pressure to kill microorganisms and improve the shelf life of the product. It can be effective against spoilage organisms that are in their vegetative state.

Although there have been RGs for most citrus fruits for many years, there was not one available for lime juice. This fruit is handled slightly differently by Codex (CODEX STAN 247-2005¹) and by the EU Fruit Juice Directive². They permit the squeezing of the whole fruits, rather than just the edible portion as is required with all other citrus fruits. Recently the expert group has finalised the draft RG for Lime Juice, which had been in preparation for some time. The experts gathered data from the main producing regions in the world, Mexico and Brazil, for its preparation and it has recently been published on the AIJN website as a provisional guideline³. As with all other RGs, the provisional one for lime juice is composed of:

Part A: containing the values for the absolute quality requirements, such as relative density and corresponding degrees Brix, hygiene and environmental contaminants and

some important compositional parameters (such as L-ascorbic acid, HMF and volatile oils).

Part B: containing parameters that are used to evaluate the identity and authenticity of the juice, and some additional quality parameters.

This will remain 'provisional' for two years, and any comments or suggestions by suppliers/users of lime juice that are submitted to the expert group will be reviewed, and any required adjustments made to the RG. The finalised form will then be submitted to the Technical Committee and General Assembly for adoption after this time.

Over the past 15 years or so, there has been a significant shift, in some EU markets, by consumers to drink fruit juices – NFC and FC – from the chilled chain rather than ambient products. The exact cause for this shift is not fully understood, but probably relates to a number of factors such as taste and wanting a product to taste 'as close to nature as possible'.

This has led to a developing interest in new processes that can be used during fruit juice processing to reduce the products' 'thermal load' and give an improvement in flavour. Another topic that the expert group has been examining recently is the use of 'non-thermal treatments' of fruit juice, which include high-pressure processing (HPP) and pulsed electric field processing (PEF).

HPP has been around for the longest time and relies on the compression of the product under very high pressure (300–800Mpa) to kill microorganisms and improve the shelf life of the product. This essentially occurs with little heating apart from that due to compression. It can be effective against spoilage organisms that are in their vegetative state, including yeasts and lactic acid bacteria, as well as pathogenic organisms such as *E. coli*, *Salmonella*, and *Listeria monocytogenes*. Their inactivation is caused by a number of features, including protein denaturation brought about by the pressure.

Although HPP will kill organisms in their vegetative state, it is ineffective against spore-forming bacteria such as *Alicyclobacillus* (ACB). However, this limitation is not often an issue as these HPP-treated products are generally stored at refrigerated temperatures, which inhibits the growth of this organism and means it cannot cause a spoilage issue. Another limitation of this process is that it will not inactivate all pectinesterases, which can lead to rather unsightly looking products as their 'cloud' separates on standing. This is often overcome by packaging and a warning label on the product to indicate that this is a normal feature. Due to the lower thermal load that is applied to





the product, a fresher tasting fruit juice is achieved with an extended shelf life over an untreated product.

This technique is being used on a number of high-value fruit juices in the EU and the US where quality is of utmost importance, but it still cannot be considered as a mainstream approach and is never likely to replace regular thermal methods for all products.

PEF is another of these non-thermal processes receiving interest at present. There has been less take-up of this approach than with HPP, but interest is growing as it is more adaptable for a continuous process, whereas HPP is generally batched. A strong electrical field is applied to fluid or semi-fluid foods that causes the rupture of the microorganisms' cell walls, leading to their death. As with HPP, there is a certain thermal element in this process, which also enhances its effectiveness. However, much lower temperatures (40–60°C) are employed for inactivation to those used during regular pasteurisation.

One topic of discussion within the expert group was if these novel non-thermal techniques were applied to a fruit juice, would the resultant product have to undergo a 'novel foods' application.

At the recent IFU technical seminar held in Berlin in April, it was made clear, by Dr Markus Grube from the law firm KWG Rechtsanwälte that, in the case of fruit-based preparations, the use of neither of these methods would prompt the need for a novel foods application.

References

- ¹ CODEX General Standard for Fruit Juices and Nectars (CODEX STAN 247-2005)
- ² Council Directive 2001/112/EC of 20 December 2001 relating to fruit juices and certain similar products intended for human consumption. OJ L 10, 12.1.2002, p. 58–66 (as last amended)
- ³ <http://aijn.org/publications/code-of-practice/the-aijn-code-of-practice/>



Update on the Juice CSR Platform and Next Steps

Established by AIJN three years ago, the Juice CSR Platform is designed to allow all stakeholders throughout the fruit juice supply chain to take advantage of CSR-related opportunities and find common solutions to common issues.

In today's world of choices, consumers' decisions to choose one product over another are driven by many factors. As concerns about environmental and social responsibility continue to grow in the public consciousness, more than ever, consumers are trying to act as responsible citizens – and this is what they expect from the industry as well. This can be evidenced by the fact that the market for sustainable goods is expanding year on year.

Sustainability is thus moving higher up the corporate agenda, and companies use a wide range of business practices to demonstrate their commitment to it. We are no longer talking simply about compliance. Rather it is the idea of integrating sustainability into a company's business strategy and operations to not only optimise its value, but also help society.

Moreover, sustainability today is very much about collaboration – working together with different industry and non-industry stakeholders, on a pre-competitive level, to tackle

global challenges. This is often the most effective manner in which to make an impact on specific issues and drive your CSR agenda forward.

The fruit juice industry strongly believes in this joint approach to CSR, which is why we have established the Juice CSR Platform – a vision-driven platform offering a space for collaboration and continuous improvement to all sector and supply chain stakeholders. It is designed to enable members to jointly seek solutions to common CSR-related opportunities, challenges and concerns. Initiated in 2013 by AIJN with the support of the European Commission, the Platform's overall objective remains to support, guide and inspire fruit juice stakeholders to integrate CSR throughout the supply chain.

Social, environmental and ethical elements of CSR in the fruit juice industry range from farm level, through processing of fruit juice, to bottling and packing, and delivery to the final



consumer. Engaging in a sector-wide approach across complex supply chains is not an easy task, especially due to the variety in company sizes, levels of integration and the fact that challenges can differ from one organisation to another. There is no one-size-fits-all solution. The Juice CSR Platform therefore provides an opportunity to build a CSR network in the fruit juice industry, share information and good practice, and facilitate collaborative programmes.

We started by defining six ‘Juice CSR Principles’ based on the UN Global Compact Food and Agriculture Business principles, that, together with the AIJN Code of Business Conduct, set the framework in which the sector should operate.

Our members are keen to ensure that CSR issues are tackled together in the multi-stakeholder environment.

We further developed a Sector CSR Roadmap that defines the direction the fruit juice sector should take, as well as achievements we want to see in the future. As there are many lessons to be learnt and lots of inspiration to be gained from one another, our attractive website – www.juicecsr.eu – presents some successful practices that address social, environmental and/or economic issues from fruit juice companies that have taken steps to make their business operations more responsible.

Since the end of 2015, when we partnered with Fair & Sustainable Advisory Services, a well-known Dutch consultancy specialising in sustainable supply chains, we have already set up three Country-Crop Working Groups to address CSR hotspots in the supply chain of a specific country-crop combination. The three Working Groups operating currently are: Brazil/Orange; Europe/Apples & Berries; and Thailand/Pineapple. Each of these working groups is currently going through the process of:

Juice CSR Platform roles

1. Facilitate and support collaboration

- Set a clear framework for implementation of activities and monitoring of CSR progress.
- Facilitate the design, implementation and continuous improvement of various collaborative programmes.

2. Ensure wide participation and quality

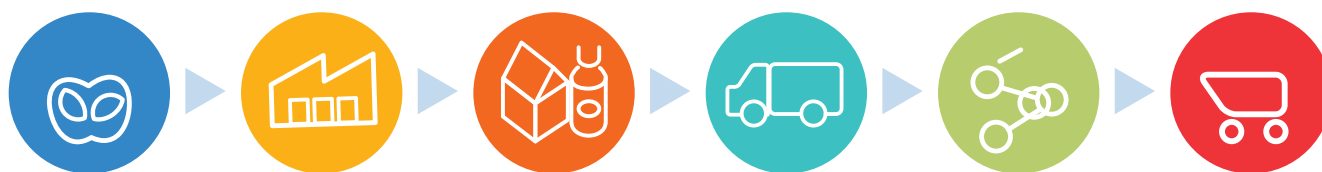
- Involve the whole juice supply chain: ensure that the perspectives and experiences of all key stakeholders in the juice supply chain are taken into account.
- Ensure progress is monitored and synergy between different collaborative programmes is created.

3. Communicate and harmonise efforts

- Ensure harmonisation and alignment with other initiatives.
- Provide one clear space and reference point to communicate the juice sector’s commitment, progress and best practices.

- identifying key economic, social and environmental issues in the supply chain
- reviewing and assessing existing initiatives
- mapping key actors and stakeholders
- agreeing on targets and actions to address issues
- getting started and reporting on progress.

As fruit juice supply chains – and thus, industry’s CSR challenges – are global in nature, we plan to extend the number of the Platform’s Country-Crop Working Groups as of next year. Our members are keen to ensure that CSR issues are tackled together in the multi-stakeholder environment provided by the Platform. It is our strategy to contribute to the long-term success of the fruit juice sector while delivering on consumers’ expectations vis-à-vis sustainable and responsible business practices.



Members of the CSR Platform



Conclusions and Outlook

While the figures tend towards overall fall in consumption and market contraction, fruit juice and nectar volume remains strong and is expected to plateau by 2021.

While there are parts of the European Union where there are signs that some economies are in more positive territory, others are still beset by high unemployment figures and austerity measures. The expectation therefore is that there will be a similar rate of decline of just over 1% in 2016 as in 2015 for the EU fruit juice and nectar market. In the next few years until 2021, the rate of decrease is forecast to slow down, nearly coming to a halt in 2020 and 2021. The market is expected to stabilise at around 9.36 billion litres around that time, driven by growth from Eastern Europe, namely Poland, Romania, Slovenia, Croatia and the Baltics. Rising household incomes and a growing perception of the health and functional benefits of fruit juices and nectars are the key assumptions for this expected outcome.

The ongoing growth in NFC and chilled juice in the EU is in line with consumer trends such as health awareness, wellness, and the increasing consumer interest in ‘good for me’ and functional products.

Volume versus value

Fruit juice and nectar producers continue to face challenges in maintaining margin growth, with volumes falling and commodity and logistics costs rising. The common instrument of price increases is risky to apply, as consumers are still price-sensitive in many markets and are not ready to pay higher prices for standard products. Especially, but not exclusively, nectars can be substituted by products from other categories, like still drinks, flavoured waters or juice-based carbonates. This leaves producers with the option of either keeping the price low and generating

margins by reformulating products (e.g. lowering fruit juice content or mixing flavours to lower commodity costs), or adding value to the products to justify higher prices. Moving upmarket can also be achieved by reformulation – for example, by adding exotic or functional ingredients or by resegmenting the range – shifting volume to NFC and chilled juice.

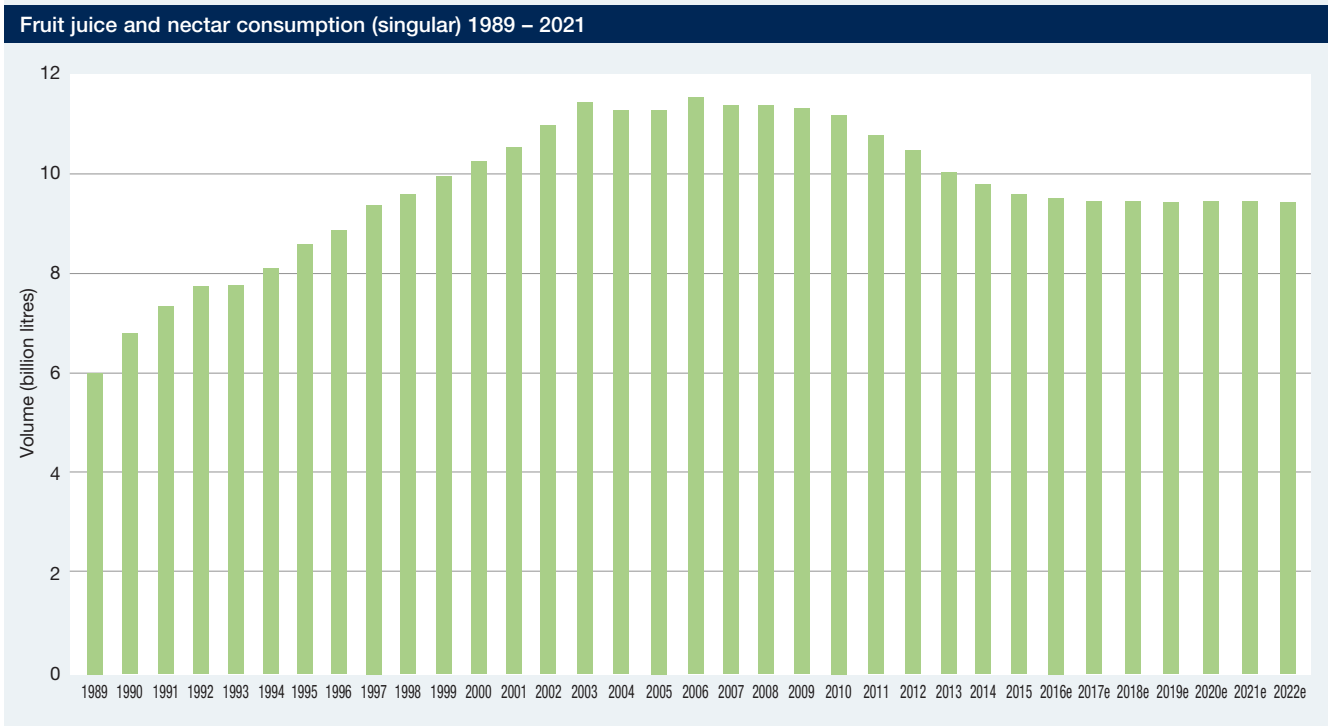
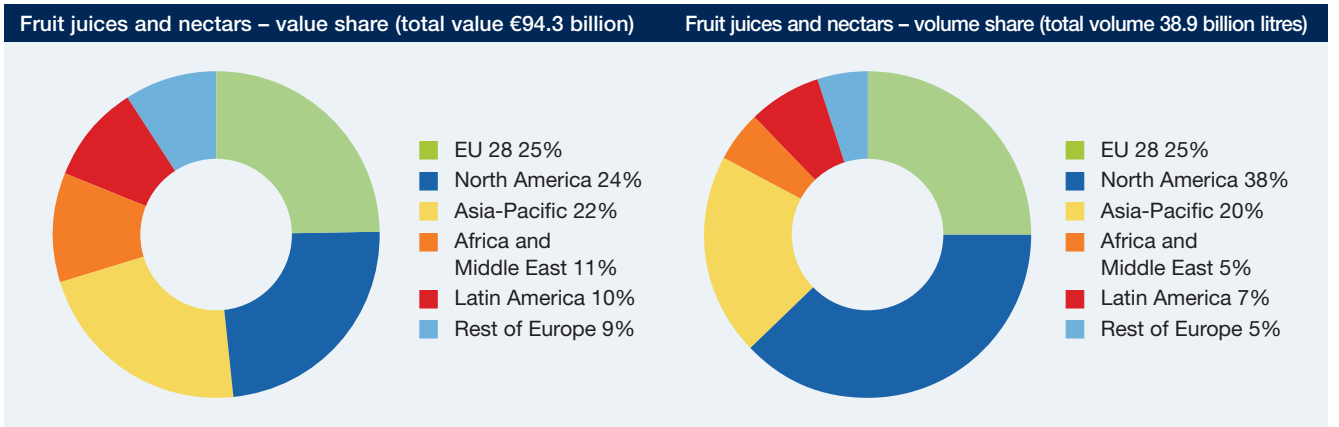
The fruit juice and nectar volume versus value performance is highlighted in the EU 2015 results, with consumption falling by 1.1% in 2015 but value increasing by 1.7%, driven by the growing interest in NFC and chilled juice in larger markets, and price stability, or even rises, in other markets.

Globally, the EU is responsible for a quarter of fruit juice and nectar consumption, just ahead of North America. Asia-Pacific's share of global volume is constantly rising and now accounts for 22% but is predicted to overtake the other regions in 2018. In terms of value, North America heads up the global ranking (38%), benefitting from its higher per-litre prices and the consumer tendency towards NFC and chilled juice. Together, North America, the EU and Asia-Pacific accounted for 83% of global fruit juice and nectar value in 2015.

Premium and functional

The ongoing growth in NFC and chilled juice in the EU is in line with consumer trends such as health awareness, wellness trends and the increasing consumer interest in ‘good for me’ and functional products. These premium products are perceived as healthier and more natural than ambient or from concentrate juices. Other trends like sustainability (including production processes and packaging) or ‘clean label’ (products without additives) also benefit NFC juice, which ticks the boxes of ‘natural’ and ‘purity’. Heritage and origin, including products made from regional fruits or allowing local farmers to participate in profits, have become more important to western consumers. Opportunities arise for producers who are willing to invest in product development and consumer insight to find the right product for the right target group. With flavour mixes already being among the most popular, this is probably the most





promising way to expand product ranges and meet consumer demands for innovation and functionality.

The challenges will stay similar for the fruit juice and nectar industry, with sugar content worries among the more pressing, in addition to the fact that fruit juice is not the staple product it has been in many European countries in the past. Finding niches to grow in and succeed will be the main opportunity for fruit juice producers in the near future. Emphasising the natural, vitamin-

rich source of fruit juice with all its health benefits and diversifying portfolios to include premium products, can be a way for the industry to counter the competition posed by other beverage categories. The growth of premium products in Europe, as well as the increasing popularity of new segments like coconut water and cold-pressed fruit juice, may shift consumption occasions away from the traditional ones such as breakfast and move it towards hydration, nutrition and indulgence moments.



Austria

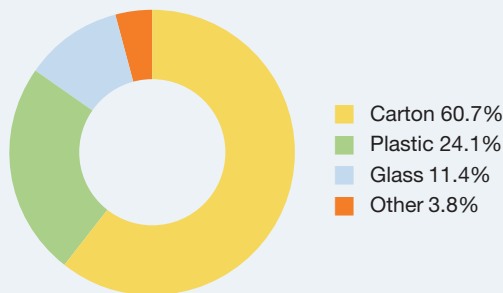
Population: **8.6 million**



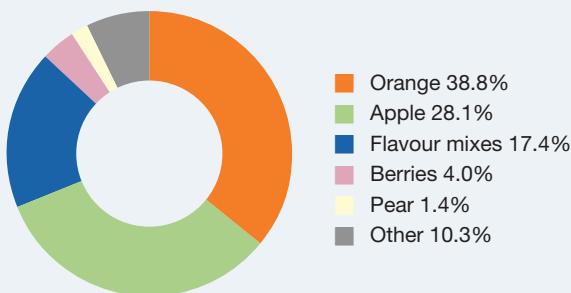
Fruit juice consumption picked up for the first time since 2007 in 2015, driven by booming sales in the chilled NFC segment. Chilled juice appeals to higher-income consumers due to its perceived higher quality and has benefitted from extensive new product development and high ATL marketing support. Due to its high profitability, retailers are opting to place chilled juice in highly frequented aisles, which has also helped to boost sales. Ambient juice also registered growth in 2015 thanks to strong gains for private label brands that appeal to lower-income households. As a result, the market appears to be witnessing growing polarisation. Sustainability is becoming increasingly important to consumers, leading to growing use of organically produced local fruit or exotic fruits sourced from Fairtrade suppliers.

“Growing polarisation in fruit juice.”

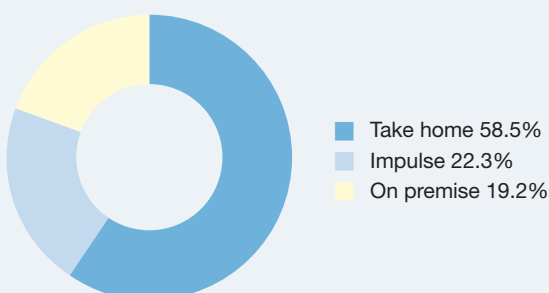
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Nectars continued on the long-term downward trend in 2015, although a boost in sales during the period of above-average summer temperatures mitigated the decline. Nectars continue to lose out to 100% fruit juice and are under threat of becoming solely a commodity as a result of inferior-quality products undermining the category image. Local fruit is gaining popularity for reasons of domestic loyalty and ecological concerns. Flavours such as cranberry and pomegranate, offering antioxidant benefits, outperformed the market.

Smoothies remain a niche segment but saw strong double-digit growth in 2015, driven by range extensions and functional additions for the leading brand and private label penetration.

Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	233	229	213	197	207	5.2%

Fruit juice (100% juice content)

Total fruit juice	2011	2012	2013	2014	2015	% change
Total fruit juice	155	153	144	132	143	8.1%
Branded	85	85	84	75	79	4.8%
Private label	70	68	60	57	64	12.5%
Ambient	139	136	128	113	118	3.6%
Branded	76	75	75	65	63	-2.7%
Private label	63	61	54	49	54	12.0%
From concentrate	136	133	126	111	115	3.5%
Branded	73	72	72	62	60	-3.1%
Private label	63	61	54	49	54	12.0%
Not from concentrate	3	3	3	3	3	7.3%
Branded	3	3	3	3	3	7.3%
Chilled	17	17	16	19	25	35.0%
Branded	9	10	9	11	16	50.6%
Private label	7	7	7	8	9	15.0%
Not from concentrate	17	17	16	19	25	35.0%
Branded	9	10	9	11	16	50.6%
Private label	7	7	7	8	9	15.0%
of which are smoothies	3	3	3	5	6	34.0%
Branded	3	3	3	3	4	30.1%
Private label	0	0	0	2	2	40.3%

Nectars (25–99% juice content)

Total nectars	2011	2012	2013	2014	2015	% change
Total nectars	78	76	68	65	64	-0.6%
Branded	46	45	42	40	39	-1.1%
Private label	32	31	26	25	25	0.2%
Ambient	78	76	68	65	64	-0.6%
Branded	46	45	42	40	39	-1.1%
Private label	32	31	26	25	25	0.2%
From concentrate	78	76	68	65	64	-0.6%
Branded	46	45	42	40	39	-1.1%
Private label	32	31	26	25	25	0.2%

Belgium

Population: **11.2 million**



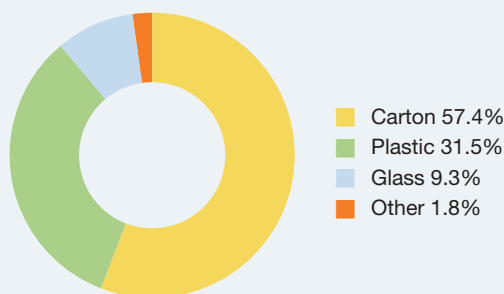
The decline in **fruit juice** accelerated in 2015, spurred by increasing consumer concerns around sugar intake. Since 2006 the category has forfeited nearly 34 million litres in volume. The ambient segment bore the brunt of the drop in 2015, with chilled juice seeing only a very marginal dip. Consumers appear willing to spend on products that they perceive as 'natural' or beneficial to health. The chilled segment remains considerably smaller than, say, neighbouring Netherlands, suggesting that there is still potential for volume and growth expansion. Producers in the chilled segment are active in terms of innovation, with the latest trends featuring fruit/vegetable mixes.

There is still little differentiation in the mindset, however, of many consumers between fruit juices and **nectars** – even the retailers tend to display them on shelf as one category. Nectars suffered a slightly lower contraction to fruit juices in 2015 due to its lower price point but is also being affected by the sugar debate. In terms of flavour, flavour mixes account for over three quarters of category volume.

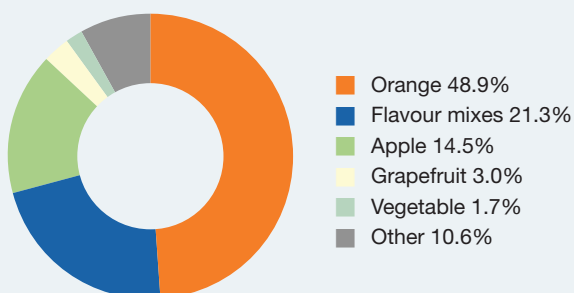
Smoothies remain a very minor presence, although a new brand entrant in 2015 gave volumes a boost to nearer the four million litres mark.

“Differentiation between fruit juices and nectars still blurred.”

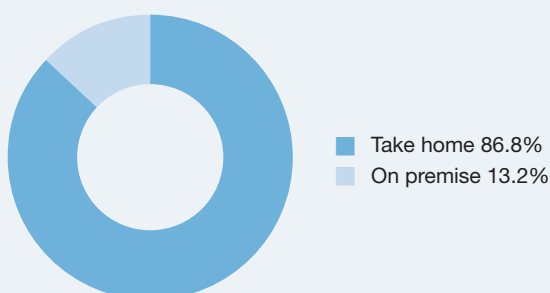
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	222	213	213	210	199	-5.4%

Fruit juice (100% juice content)

Total fruit juice	2011	2012	2013	2014	2015	% change
Total fruit juice	186	177	178	174	165	-5.5%
Branded	73	68	68	66	63	-4.3%
Private label	112	110	109	108	101	-6.2%
Ambient	169	160	158	154	144	-6.3%
Branded	61	55	54	51	48	-4.7%
Private label	108	105	104	103	96	-7.0%
From concentrate	169	160	158	153	144	-6.3%
Branded	61	55	54	51	48	-4.7%
Private label	108	105	104	103	96	-7.0%
Not from concentrate	0.2	0.2	0.2	0.1	0.1	0.0%
Branded	0.2	0.2	0.2	0.1	0.1	0.0%
Chilled	16	17	19	21	21	-0.1%
Branded	12	12	14	15	15	-3.3%
Private label	5	5	5	5	6	9.4%
From concentrate	0.0	0.1	0.2	0.2	0.4	75.0%
Branded	0.0	0.1	0.2	0.2	0.4	75.0%
Not from concentrate	16	17	19	21	20	-0.8%
Branded	12	12	14	15	15	-4.4%
Private label	5	5	5	5	6	9.4%
<i>of which are smoothies</i>	0.0	0.1	0.3	0.4	0.6	57.1%
Branded	0.0	0.1	0.2	0.3	0.4	40.0%
Private label	0.0	0.0	0.1	0.1	0.2	100.0%

Nectars (25–99% juice content)

Total nectars	2011	2012	2013	2014	2015	% change
Total nectars	36	36	36	36	34	-4.8%
Branded	23	22	23	24	22	-5.1%
Private label	13	13	13	13	12	-4.4%
Ambient	35	35	35	35	33	-5.0%
Branded	22	21	22	23	21	-5.3%
Private label	13	13	13	13	12	-4.4%
From concentrate	35	35	35	35	33	-5.0%
Branded	22	21	22	23	21	-5.3%
Private label	13	13	13	13	12	-4.4%
Chilled	1	1	1	1	1	0.0%
Branded	1	1	1	1	1	0.0%
From concentrate	1	1	1	1	1	0.0%
Branded	1	1	1	1	1	0.0%
<i>of which are smoothies</i>	0.5	0.5	0.4	0.5	0.4	-22.2%
Branded	0.5	0.5	0.4	0.5	0.4	-22.2%

France

Population: **66.5 million**



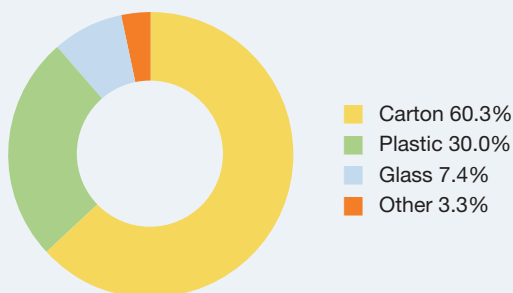
The **fruit juice** market has been on a declining trend since 2011, driven by a fall in consumption of ambient from concentrate juice. The uncertain economic situation continues to have some impact on consumer spending, but a decrease in the number of consumers taking breakfast and negative media coverage around sugar content have also negatively impacted on juice consumption levels. Consumers have shifted to purchasing less, but better quality fruit juice, which satisfies their preference for fresh, natural, pure and often local products. Retailers are continuing to launch own-label chilled premium NFC juices to take advantage of this small, but highly competitive, and growing segment. Increasing 'on the go' consumption has seen producers offering more small packaging formats to capture this trade.

The decline in **nectars** has accelerated since the implementation of the sugar tax in 2012. It is facing increasing competition from fruit juice and consumer preference for consuming less, but of higher quality, and to a certain extent falling breakfast consumption occasions. A double-digit decline in Private Label, with accounts for two-thirds of nectars,

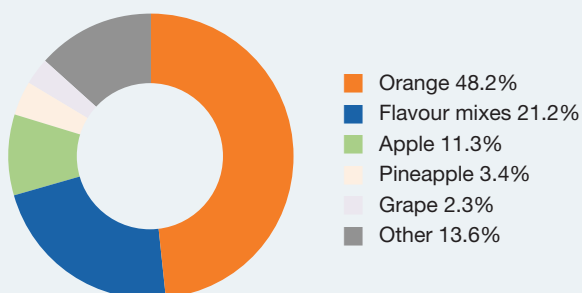
was unable to compete with the price promotions of the national brands, and was heavily instrumental in the category drop in 2015. Flavour innovation is being focused around fruit/vegetable mixes.

Smoothies remain a niche market, driven primarily by the leading player and private label offerings.

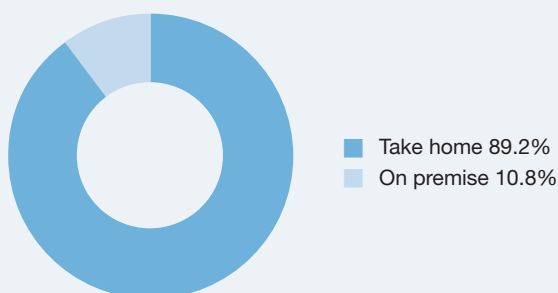
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	1,713	1,681	1,621	1,548	1,505	-2.8%

Fruit juice (100% juice content)

Total fruit juice	2011	2012	2013	2014	2015	% change
Total fruit juice	1,328	1,314	1,281	1,237	1,221	-1.2%
Branded	592	583	586	579	589	1.8%
Private label	736	731	695	658	633	-3.9%
Ambient	1,181	1,152	1,111	1,062	1,037	-2.3%
Branded	490	471	468	456	457	0.1%
Private label	691	682	643	606	580	-4.2%
From concentrate	573	545	509	472	451	-4.4%
Branded	176	160	151	145	144	-0.7%
Private label	397	385	357	327	307	-6.1%
Not from concentrate	608	608	602	590	586	-0.7%
Branded	314	311	317	312	313	0.4%
Private label	294	297	286	278	273	-2.0%
<i>of which are smoothies</i>	0.4	0.4	0.4	0.2	0.0	-100.0%
Branded	0.4	0.4	0.4	0.2	0.0	-100.0%
Chilled	147	162	170	175	184	5.5%
Branded	102	112	118	122	132	8.0%
Private label	45	49	52	53	52	-0.4%
Not from concentrate	147	162	170	175	184	5.5%
Branded	102	112	118	122	132	8.0%
Private label	45	49	52	53	52	-0.4%
<i>of which are smoothies</i>	15	15	15	14	13	-1.9%
Branded	9	8	8	5	8	56.7%
Private label	6	7	7	9	5	-37.6%

Nectars (25-99% juice content)

Total nectars	2011	2012	2013	2014	2015	% change
Total nectars	385	367	340	311	283	-8.9%
Branded	106	99	96	94	97	2.9%
Private label	279	268	244	217	187	-14.0%
Ambient	367	346	317	289	261	-9.8%
Branded	90	80	75	73	75	2.9%
Private label	277	267	242	215	185	-14.1%
From concentrate	367	346	317	289	261	-9.8%
Branded	90	80	75	73	75	2.9%
Private label	277	267	242	215	185	-14.1%
<i>of which are smoothies</i>	3	5	4	5	5	1.8%
Branded	0	2	2	1	2	11.0%
Private label	3	3	3	3	3	-2.2%
Chilled	18	21	23	22	23	2.2%
Branded	17	19	21	21	21	2.7%
Private label	2	2	2	2	1	-4.5%
From concentrate	18	21	23	22	23	2.2%
Branded	17	19	21	21	21	2.7%
Private label	2	2	2	2	1	-4.5%
Not from concentrate	0	0	0	0	0	0.0%
Branded	0	0	0	0	0	0.0%
<i>of which are smoothies</i>	0	0	0	0	0	0.0%
Branded	0	0	0	0	0	0.0%

Germany

Population: **81.4 million**



Germany is Europe's leading **fruit juice** market and ranks second globally behind the USA. In per capita terms, Germany numbers third in Europe and fourth in the world. Germany's fruit juice market is large and mature but has been in consistent decline since 2003, due to changes in consumer behaviour such as skipping breakfast, as well as raw material price hikes. The rate of decline has, however, decelerated strongly, staunchly by the very positive development of NFC and chilled juices on the back of the health and wellness trend. Value-added, Fair Trade, vegan and organic variants are also increasing penetration.

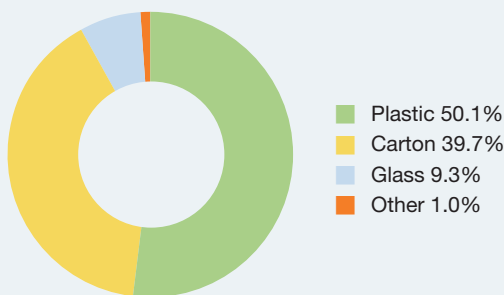
Nectars finally saw a turnaround from the long-running declining trend, attributable to the upgrading that has been witnessed within the category, with more and more producers adding additional value to their products – organic, Fairtrade, vegan. Private label has been

under huge price pressure, with discounts of more than 40% being applied by the leading brands. Smaller local brands have benefitted strongly from the premiumisation trend, with local products and ingredients perceived as added value.

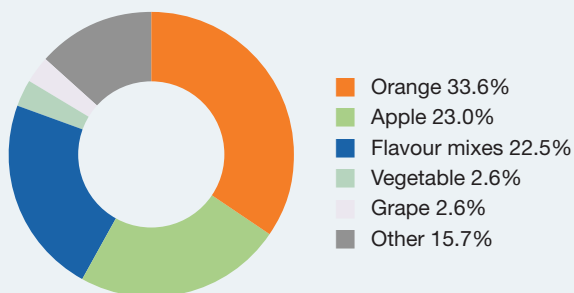
The niche **smoothies** segment has seen vibrant growth recently, despite high prices, as they unify the leading consumption trends of health, convenience and 'on the go' consumption. The introduction of 'green smoothies' has made a significant contribution to volumes.

“Europe's number-one juice market.”

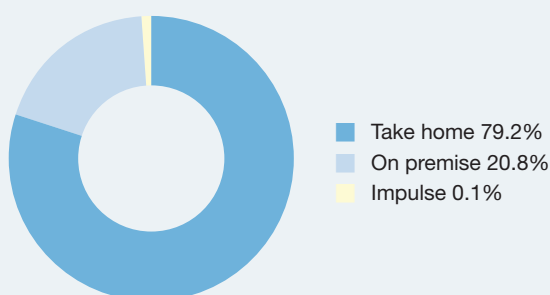
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	2,733	2,605	2,483	2,402	2,391	-0.5%

Fruit juice (100% juice content)

Total fruit juice	2011	2012	2013	2014	2015	% change
Total fruit juice	1,900	1,824	1,747	1,669	1,640	-1.7%
Branded	964	936	915	900	903	0.3%
Private label	935	888	832	768	737	-4.1%
Ambient	1,845	1,758	1,670	1,575	1,535	-2.5%
Branded	916	875	839	811	806	-0.7%
Private label	929	883	831	763	730	-4.4%
From concentrate	1,623	1,534	1,445	1,348	1,295	-3.9%
Branded	875	825	788	763	754	-1.1%
Private label	748	709	657	585	540	-7.6%
Not from concentrate	222	224	225	227	240	5.8%
Branded	41	50	51	48	51	5.3%
Private label	180	174	174	179	189	5.9%
<i>of which are smoothies</i>	0.0	0.0	0.1	0.1	0.1	5.3%
Branded	0.0	0.0	0.1	0.1	0.1	5.3%
Chilled	55	66	77	94	105	11.5%
Branded	48	60	76	89	97	9.6%
Private label	7	5	1	5	7	45.3%
From concentrate	32	38	41	45	49	8.4%
Branded	32	38	41	45	49	8.4%
Not from concentrate	23	28	36	49	56	14.3%
Branded	17	22	35	44	49	10.9%
Private label	7	5	1	5	7	45.3%
<i>of which are smoothies</i>	10	9	8	17	25	45.3%
Branded	4	3	7	12	18	45.3%
Private label	7	5	1	5	7	45.3%

Nectars (25–99% juice content)

Total nectars	2011	2012	2013	2014	2015	% change
Total nectars	833	781	736	733	751	2.4%
Branded	493	450	424	400	406	1.6%
Private label	341	331	312	333	345	3.5%
Ambient	828	776	731	733	750	2.4%
Branded	488	445	419	400	406	1.5%
Private label	341	331	312	333	345	3.5%
From concentrate	828	776	730	732	750	2.4%
Branded	488	445	419	399	405	1.5%
Private label	341	331	312	333	345	3.5%
Not from concentrate	0.0	0.0	0.8	0.8	0.8	2.5%
Branded	0.0	0.0	0.8	0.8	0.8	2.5%
Chilled	5	5	4	0.6	0.7	21.7%
Branded	5	5	4	0.6	0.7	21.7%
From concentrate	5	5	4	0.6	0.7	21.7%
Branded	5	5	4	0.6	0.7	21.7%
<i>of which are smoothies</i>	4	4	4	0.5	0.6	26.0%
Branded	4	4	4	0.5	0.6	26.0%

Italy

Population: **61.5 million**



Fruit juice saw improved demand in 2015 driven by the very hot weather during the key summer season, but the underlying trend remains negative. Packaged fruit juices are not part of the Italian culture, and no specific consumption occasions exist, unlike the traditional, though waning, breakfast juice habit in, for example, the UK. The chilled juice segment, however, significantly outperformed the market thanks to growing consumer appreciation of the quality of not from concentrate juice compared to other fruit beverages. A lack of innovation and the premium price positioning of fruit juice is discouraging greater consumer uptake. To mitigate category decline, producers will need to focus on improving communication to the

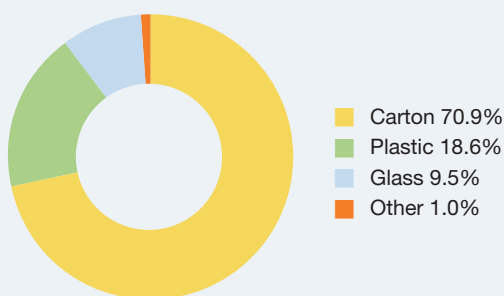
consumer of the beneficial attributes of fruit juice.

Nectars, thanks to its more affordable price positioning, have suffered less than fruit juices from the depressed economic climate. Nectars remains one of the most highly promoted beverages, with promoted volume accounting for nearly 44% of category sales. A growing trend towards flavours such as blueberry and pomegranate, which are perceived as innovative and offer functional antioxidant benefits, is emerging.

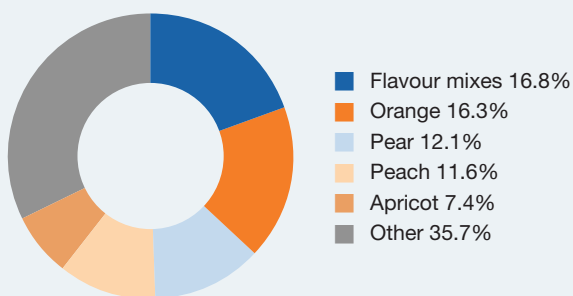
Smoothies remain a niche and declining segment, hampered by premium pricing. As in juice, chilled variants outperformed the market average in 2015 thanks to distribution gains for the leading brands in modern retail.

“Communication of the benefits of fruit juice is key to growing demand.”

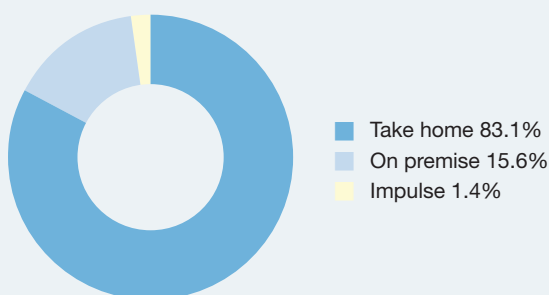
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	808	774	726	690	699	1.3%
Fruit juice (100% juice content)						
Total fruit juice	165	155	141	133	134	0.6%
Branded	112	102	90	84	84	0.2%
Private label	53	52	51	49	50	1.5%
Ambient	148	139	128	121	121	-0.1%
Branded	102	93	83	78	77	-0.5%
Private label	46	45	45	43	43	0.7%
From concentrate	148	139	127	119	119	-0.2%
Branded	102	93	82	76	76	-0.7%
Private label	46	45	45	43	43	0.7%
Not from concentrate	0	0	1	1	2	10.8%
Branded	0	0	1	1	2	10.8%
of which are smoothies	1	1	1	1	0	-61.9%
Branded	1	1	1	1	0	-61.9%
Chilled	17	16	13	12	13	7.6%
Branded	11	9	7	6	7	8.4%
Private label	7	7	6	6	6	6.8%
From concentrate	2	4	3	2	3	25.5%
Branded	2	4	3	2	3	25.5%
Not from concentrate	15	12	10	10	10	3.5%
Branded	9	5	4	4	4	-1.6%
Private label	7	7	6	6	6	6.8%
of which are smoothies	3	2	1	1	1	8.3%
Branded	3	2	1	1	1	8.3%
Nectars (25-99% juice content)						
Total nectars	643	620	584	557	565	1.5%
Branded	448	407	373	351	357	1.6%
Private label	195	213	212	206	208	1.2%
Ambient	643	620	584	557	565	1.5%
Branded	448	407	373	351	357	1.6%
Private label	195	213	212	206	208	1.2%
From concentrate	643	620	584	557	565	1.5%
Branded	448	407	373	351	357	1.6%
Private label	195	213	212	206	208	1.2%

Netherlands

Population: **16.9 million**



Fruit juice saw a third consecutive year of decline in 2015. The trend to polarisation witnessed during the recession, with private label and discount brands performing well at one end and premium products for special occasions/treats at the other, has been largely replaced by the emergence of the consumer health trend to avoid sugar consumption. Ambient FC juice has suffered the most from this trend, with chilled and premium juice remaining buoyant thanks to consumers' willingness to buy into the perceived superior health properties of 'fresh juice'. Flavour mixes continued to gain ground in 2015, with a number of new vegetable/fruit mix launches, as well as organic offerings.

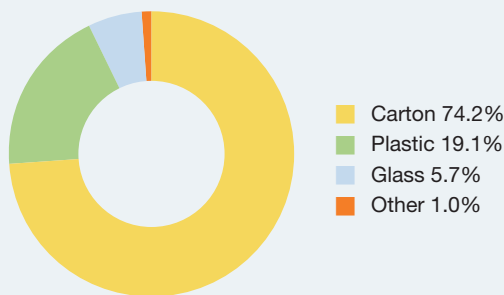
Nectars have also been hit by the consumer trend to reducing sugar intake. Many consumers still do not differentiate

between fruit juices and nectars, with supermarkets even tending to present the two categories as one. More than half the category comprises private label. Flavour mixes account for almost 90% of nectars, with a number of key launches in 2015 focused on highlighting the lower fruit-sugar content and calorie content of the respective products.

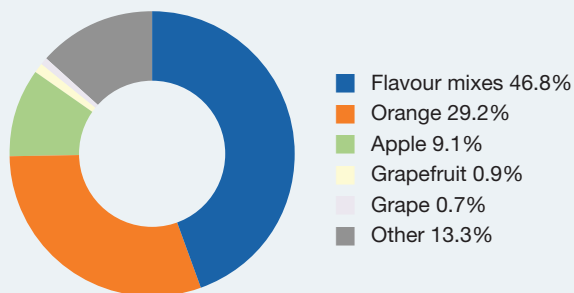
Smoothies continue to grow thanks to their perceived 'naturalness' and appear to be receiving renewed interest from producers, notably under private label.

“Competition increasingly fierce in chilled juice.”

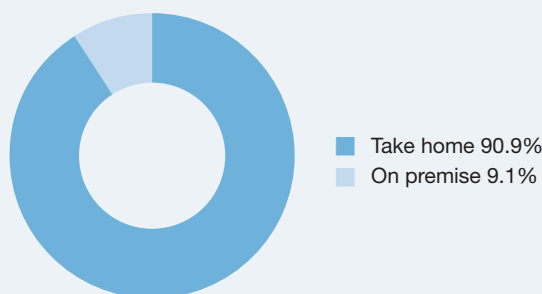
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	474	490	467	451	437	-3.1%

Fruit juice (100% juice content)

Total fruit juice	2011	2012	2013	2014	2015	% change
Total fruit juice	284	290	272	261	251	-3.9%
Branded	157	165	149	145	144	-0.4%
Private label	127	125	123	116	107	-8.2%
Ambient	208	203	185	170	156	-8.0%
Branded	108	109	95	87	82	-5.7%
Private label	100	94	90	83	74	-10.4%
From concentrate	205	200	182	164	150	-8.9%
Branded	105	106	92	82	76	-7.2%
Private label	100	94	90	82	74	-10.6%
Not from concentrate	3	3	3	6	7	20.9%
Branded	3	3	3	5	6	17.9%
Private label	0.0	0.0	0.0	0.2	0.4	100.0%
Chilled	76	86	87	91	94	3.7%
Branded	50	56	55	57	62	7.6%
Private label	27	30	33	34	33	-3.0%
From concentrate	31	33	32	35	39	11.1%
Branded	31	33	32	35	39	11.1%
Not from concentrate	46	54	55	56	56	-0.9%
Branded	19	23	23	23	23	2.2%
Private label	27	30	33	34	33	-3.0%
of which are smoothies	2	2	3	3	3	9.7%
Branded	2	2	3	3	3	9.7%

Nectars (25–99% juice content)

Total nectars	2011	2012	2013	2014	2015	% change
Total nectars	190	200	195	190	186	-2.0%
Branded	89	92	87	81	77	-4.3%
Private label	101	108	108	110	109	-0.3%
Ambient	142	153	149	147	146	-0.5%
Branded	52	57	53	50	50	-0.6%
Private label	90	96	95	97	97	-0.4%
From Concentrate	142	153	149	147	146	-0.5%
Branded	52	57	53	50	50	-0.6%
Private label	90	96	95	97	97	-0.4%
Chilled	48	47	46	43	40	-7.0%
Branded	36	35	34	31	27	-10.2%
Private label	11	12	12	13	13	0.8%
From concentrate	48	47	46	43	40	-7.0%
Branded	36	35	34	31	27	-10.2%
Private label	11	12	12	13	13	0.8%
of which are smoothies	0	0	0	0	0.4	0.0%
Branded	0	0	0	0	0.4	0.0%

Poland

Population: **38.0 million**



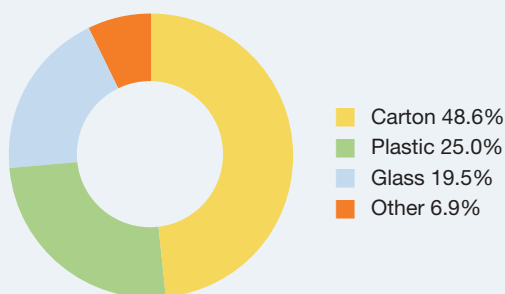
Fruit juice built on a return to positive territory in 2014, with a robust performance in 2015; the NFC segment provided the major growth impetus – particularly in 300cl and 500cl bag in box pack format. New players are being attracted to the NFC segment, along with more Private Label offerings. Fruit juice per capita consumption has now climbed to over 13 litres, thanks to the growing health living trend and a better economic environment. The category has benefitted from significant marketing support from leading producers and The Polish Association of Juice Producers (KUPS). New product development was rife in 2015, primarily focused on added value functional offerings, such as added vitamins and added fibre, fruit mixes offering antioxidant benefits.

Nectars sustained the 2014 revival, thanks particularly to aseptic PET-packed offerings from both the leading players and Private Label. As in fruit juice, strong marketing support aided sales, along with development of both branded and own-label products offering additional functional ingredients such as vitamins, calcium and fibre. Outside the flavour mixes, the flavour profile remains fairly conservative, with orange, grapefruit and apple preferred.

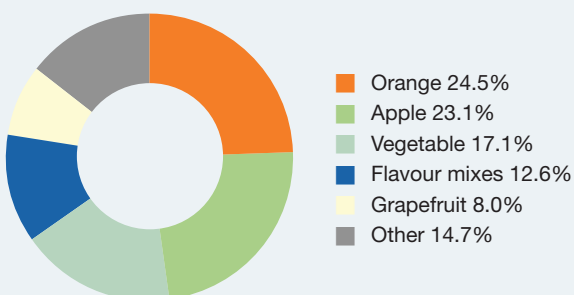
Smoothies continue to hover around the 7-8 m litres mark, with development driven primarily by the leading brand.

“NFC segment driving fruit juice revival.”

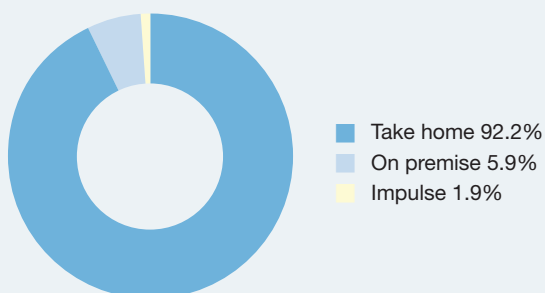
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	723	695	673	699	757	8.3%

Fruit juice (100% juice content)

Total fruit juice	2011	2012	2013	2014	2015	% change
Total fruit juice	462	449	438	456	504	10.6%
Branded	400	391	381	396	426	7.7%
Private label	62	58	57	60	78	29.7%
Ambient	409	391	378	392	437	11.6%
Branded	351	337	326	338	369	9.4%
Private label	58	54	52	54	68	25.3%
From concentrate	405	383	364	371	386	4.1%
Branded	347	329	314	320	333	4.1%
Private label	58	54	51	51	53	4.3%
Not from concentrate	4	8	14	21	51	142.7%
Branded	4	8	12	18	37	103.3%
Private label	0	0	2	3	15	371.0%
Chilled	53	58	60	64	67	4.6%
Branded	49	54	56	58	57	-2.1%
Private label	4	4	4	6	10	71.9%
From concentrate	9	10	9	9	9	2.2%
Branded	9	10	9	9	9	-5.4%
Private label	0	0	0	0	1	0.0%
Not from concentrate	44	48	51	55	57	5.0%
Branded	40	44	46	49	48	-1.4%
Private label	4	4	4	6	9	59.6%
of which are smoothies	7	8	8	8	8	-3.8%
Branded	7	8	8	8	8	-3.8%

Nectars (25-99% juice content)

Total nectars	2011	2012	2013	2014	2015	% change
Total nectars	261	246	235	243	253	4.0%
Branded	160	148	142	147	153	4.0%
Private label	101	98	93	96	100	3.9%
Ambient	258	244	234	243	253	4.0%
Branded	157	146	141	147	153	4.0%
Private label	101	98	93	96	100	3.9%
From concentrate	258	244	234	243	253	4.0%
Branded	157	146	141	147	153	4.0%
Private label	101	98	93	96	100	3.9%
of which are smoothies	0	0	0	0	0	0.0%
Branded	0	0	0	0	0	0.0%
Chilled	2	2	1	0	0	0.0%
Branded	2	2	1	0	0	0.0%
From concentrate	2	2	1	0	0	0.0%
Branded	2	2	1	0	0	0.0%

Spain

Population: **46.4 million**



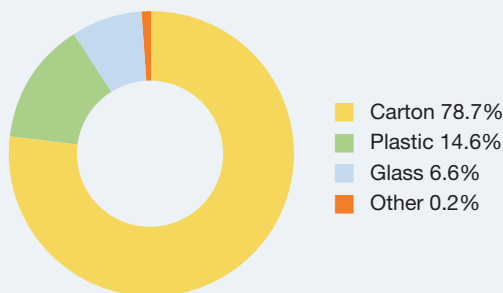
The **fruit juice** category remains on a downwards trend, due to still cautious consumer spending, but the rate of decline is easing. This was evidenced particularly in the chilled NFC segment; although growth could have been higher had it not been for the increased availability of fresh fruit for juicing at home due to the ban on exports to Russia and contraction in demand from China. Consumers are highly attuned to the health properties of fruit and the increasing use of home juicers suggests that there is potential for development of premium short-life packaged fruit juices offering 'freshly squeezed convenience'.

In recent years **nectars** volumes have fluctuated, coming under increasing pressure from flavoured water, iced/rt'd tea drinks and flavoured milk. However, it continues to benefit from its lower price point to fruit juice and broader flavour spectrum. Leading producers are increasingly focusing on highlighting the quality of product fruit content, healthy, natural ingredients, and claims around social responsibility or sustainability. The school children's

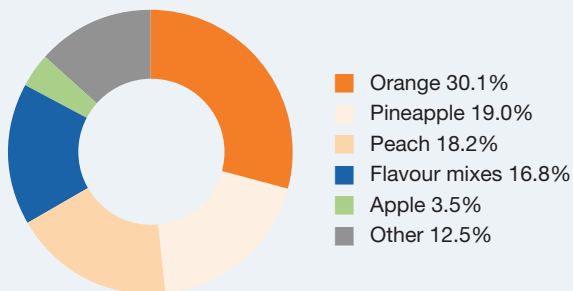
segment is expected to be a key target of the major players with personalised packaging – a strategic step to securing a future consumer base.

Smoothies represent a minute and waning segment, with private label accounting for the majority of volume. Current market conditions remain unfavourable for these premium-priced products.

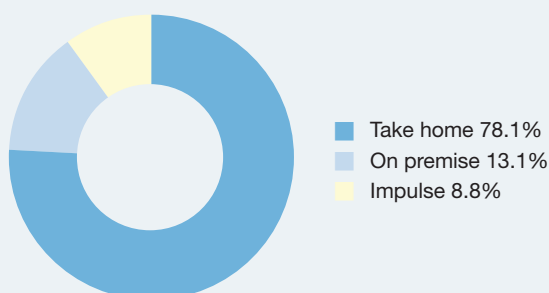
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	1,068	1,046	985	968	941	-2.7%

Fruit juice (100% juice content)

Total fruit juice		481	444	394	376	366	-2.5%
Branded		256	233	216	221	204	-7.5%
	Private label	225	211	178	155	162	4.5%
Ambient		435	398	350	333	323	-3.1%
Branded		237	213	197	201	186	-7.5%
	Private label	199	185	153	132	136	3.7%
From concentrate		363	323	273	253	240	-5.0%
Branded		203	179	162	161	147	-8.9%
	Private label	160	144	111	91	93	1.8%
Not from concentrate		72	74	77	80	82	3.1%
Branded		34	33	35	40	39	-2.0%
	Private label	39	41	42	40	43	8.2%
Chilled		45	47	44	43	43	1.5%
Branded		19	21	20	20	18	-7.3%
	Private label	26	26	25	23	25	9.1%
From concentrate		19	13	7	4	3	-25.6%
Branded		0.4	0.6	0.4	0.1	0.0	0.0%
	Private label	19	13	7	4	3	-25.6%
Not from concentrate		26	33	37	38	40	4.6%
Branded		19	20	19	20	18	-7.3%
	Private label	7	13	18	19	22	17.1%

Nectars (25–99% juice content)

Total nectars		587	601	591	592	576	-2.8%
Branded		374	372	359	365	352	-3.8%
	Private label	213	229	232	227	224	-1.3%
Ambient		586	600	590	590	573	-2.9%
Branded		373	371	359	364	349	-4.0%
	Private label	212	229	232	227	224	-1.3%
From concentrate		585	600	590	590	573	-2.9%
Branded		373	371	358	364	349	-3.9%
	Private label	212	229	232	227	224	-1.3%
Not from concentrate		0.3	0.3	0.3	0.2	0.0	-90.1%
Branded		0.3	0.3	0.3	0.2	0.0	-90.1%
	Private label	0.3	0.3	0.3	0.2	0.0	-90.1%
Chilled		1.5	0.9	0.8	1.6	2.4	47.9%
Branded		0.7	0.5	0.5	1.4	2.1	59.3%
	Private label	0.8	0.4	0.3	0.3	0.3	-7.1%
From concentrate		1.5	0.9	0.6	0.5	0.4	-14.6%
Branded		0.7	0.5	0.3	0.2	0.2	-25.0%
	Private label	0.8	0.4	0.3	0.3	0.3	-7.1%
Not from concentrate		0.1	0.0	0.2	1.2	2.0	73.9%
Branded		0.1	0.0	0.2	1.2	2.0	73.9%
	Private label	0.3	0.2	0.2	0.2	0.2	-5.6%
<i>of which are smoothies</i>		0.7	0.5	0.4	0.3	0.3	-12.1%
Branded		0.4	0.3	0.2	0.2	0.1	-20.0%
	Private label	0.3	0.2	0.2	0.2	0.2	-5.6%

Sweden

Population: **9.9 million**



The Swedes rank amongst the highest consumers of **fruit juice** in Europe, but overall consumption has been contracting since 2010 impacted by the sugar debate. However, the trend to consumers skipping breakfast, but upgrading to better quality fruit juice at the weekend is also an important factor behind the category's performance. This trend to drinking less, but better quality is boosting 'craft' styled operators of NFC, smoothies and organic products, driving up value over volume. Considerable potential exists for high end fruit juices in on-premise. Flavour innovation has seen beetroot, ginger and mint feature more due to their intrinsic medicinal properties.

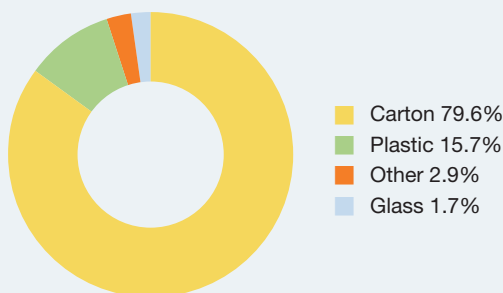
Nectars have been blighted by consumer concerns over the sugar content of many products, but the dynamic success of

stevia-sweetened products, as well as aloe vera flavour, almost prevented another year of decline in 2015. Nectars is held back by the size of the ambient segment of products positioned as low priced juice substitutes.

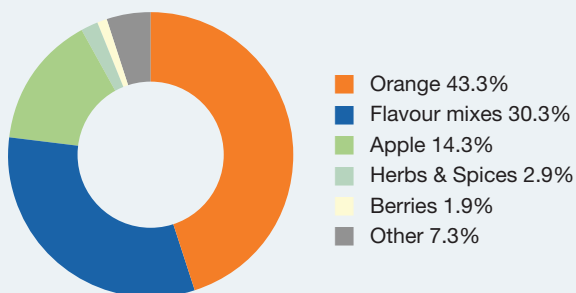
Smoothies remains a small segment, with few brands now on the marketplace and only one of note responsible for driving sales.

“Trend to drinking less, but better quality.”

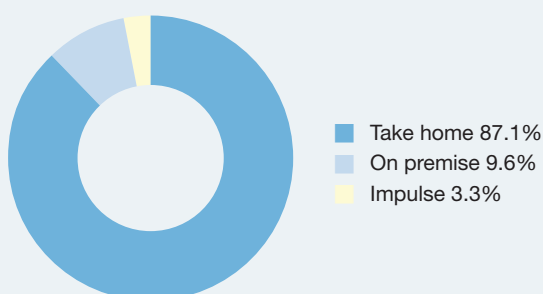
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	252	244	238	233	232	-0.5%
Fruit juice (100% juice content)						
Total fruit juice	197	190	183	176	175	-0.4%
Branded	155	150	145	138	139	0.8%
Private label	42	40	38	37	36	-4.8%
Ambient	58	56	50	47	46	-3.1%
Branded	28	27	26	25	24	-4.6%
Private label	30	29	24	22	22	-1.4%
From concentrate	58	55	49	46	44	-3.7%
Branded	28	26	25	23	22	-5.9%
Private label	30	29	24	22	22	-1.4%
Not from concentrate	1	1	1	1	2	17.5%
Branded	1	1	1	1	2	17.5%
of which are smoothies	1	1	1	1	2	15.4%
Branded	1	1	1	1	2	15.4%
Chilled	139	134	133	129	129	0.5%
Branded	127	123	118	114	116	1.9%
Private label	12	11	14	15	14	-9.9%
From concentrate	112	107	106	101	97	-3.7%
Branded	102	99	95	89	87	-2.5%
Private label	9	9	11	12	10	-12.9%
Not from concentrate	27	27	27	27	32	16.4%
Branded	25	24	23	24	29	18.3%
Private label	2	3	3	3	3	1.6%
of which are smoothies	2	2	1	1	2	39.7%
Branded	2	1	1	1	2	46.7%
Private label	0.2	0.2	0.2	0.2	0.2	0.0%
Nectars (25–99% juice content)						
Total nectars	55	54	55	58	57	-0.9%
Branded	40	39	39	44	45	3.7%
Private label	16	15	16	14	12	-14.7%
Ambient	35	35	33	35	35	-0.2%
Branded	19	20	21	24	26	6.7%
Private label	16	15	12	11	10	-14.9%
From concentrate	35	35	33	35	35	-0.2%
Branded	19	20	21	24	26	6.7%
Private label	16	15	12	11	10	-14.9%
of which are smoothies	0.1	0.1	0.0	0.0	0.0	-14.7%
Branded	0.0	0.0	0.0	0.0	0.0	-7.3%
Private label	0.1	0.0	0.0	0.0	0.0	-15.1%
Chilled	20	19	22	23	22	-1.9%
Branded	20	19	19	20	20	0.0%
Private label	0	0	3	3	3	-14.0%
From concentrate	20	19	22	23	22	-1.9%
Branded	20	19	19	20	20	0.0%
Private label	0	0	3	3	3	-14.0%

UK

Population: **64.9 million**

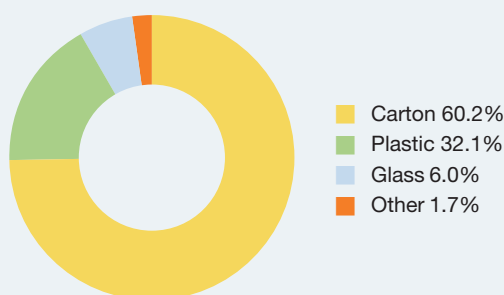


2015 was another tough year for **fruit juice**, undermined by fewer promotions as the sugar debate raged, consumers switched to perceived healthier drinks and sales of home juicers thrived. There are, however, a couple of bright spots – the success of coconut waters and rising visibility of cold-pressed fruit juices. Private Label plays a very important role in fruit juice, representing over half of all category volumes, thanks to its low prices and commodity image. Whilst the fruit juice category is predicted to stay under pressure in 2016 due to the level of media attention on sugar within fruit juice, more innovation in the premium segment is expected, centred on fruit/vegetable blends promoting the inherent nutritional values of the ingredients.

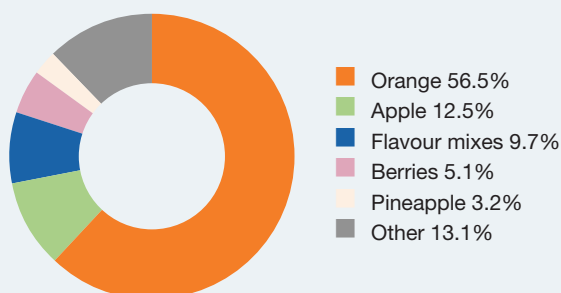
Nectars have also been impacted by the scrutiny of sugar content, although some benefit has been derived from consumers

“Coconut waters and cold-pressed juices the bright spots.”

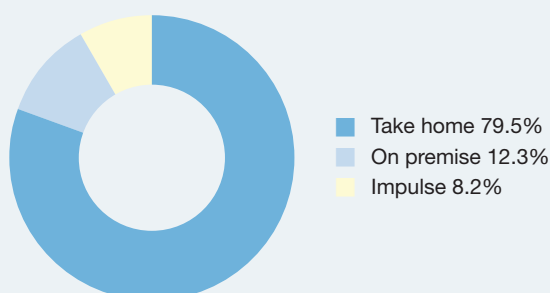
Fruit juices and nectars by packaging



Fruit juices and nectars by flavour



Fruit juices and nectars by channel



trading down from fruit juice. Only 6-7% of the category currently comprises of low calorie variants, but more reformulation activity around lowering sugar content is expected. Nectars remains heavily skewed to ambient product, but the chilled FC segment is registering advances in volume and share. In terms of flavour, flavour mixes drive the category, with product innovation currently focused on the adult segment.

The **smoothies** segment has picked up again, thanks to the activities of the leading brand.



Total fruit juices and nectars

Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	1,367	1,326	1,275	1,190	1,141	-4.1%

Fruit juice (100% juice content)

Total fruit juice		1,180	1,144	1,079	996	948	-4.8%
Branched	Branched	509	519	505	476	471	-1.2%
	Private label	670	625	574	519	477	-8.1%
Ambient		503	458	395	352	314	-10.9%
Branched	Branched	158	143	113	97	87	-10.5%
	Private label	346	314	282	255	227	-11.0%
From concentrate		503	458	395	352	314	-10.9%
Branched	Branched	158	143	113	97	87	-10.5%
	Private label	346	314	282	255	227	-11.0%
Chilled		676	687	684	644	634	-1.5%
Branched	Branched	352	376	392	379	384	1.2%
	Private label	325	311	292	264	250	-5.3%
From concentrate		269	258	242	221	214	-3.3%
Branched	Branched	20	18	16	15	14	-5.8%
	Private label	249	239	226	206	200	-3.1%
Not from concentrate		407	429	442	422	420	-0.5%
Branched	Branched	331	357	376	364	370	1.5%
	Private label	76	71	65	58	50	-13.0%
of which are smoothies		67	58	54	52	52	1.0%
Branched	Branched	61	52	49	47	48	2.0%
	Private label	6	5	5	5	5	-7.6%

Nectars (25–99% juice content)

Total nectars		187	182	196	194	193	-0.8%
Branched	Branched	167	161	175	175	174	-0.5%
	Private label	20	22	21	19	19	-3.0%
Ambient		146	138	136	132	126	-4.4%
Branched	Branched	142	132	130	126	121	-4.3%
	Private label	4	6	6	6	5	-6.8%
From concentrate		146	138	136	132	126	-4.6%
Branched	Branched	142	132	130	126	121	-4.5%
	Private label	4	6	6	6	5	-6.8%
Not from concentrate		0.0	0.0	0.0	0.2	0.4	115.0%
Branched		0.0	0.0	0.0	0.2	0.4	115.0%
of which are smoothies		0	0	0	0	0	0.0%
Branched		0	0	0	0	0	0.0%
Chilled		41	44	60	62	66	6.9%
Branched	Branched	25	28	45	48	53	9.3%
	Private label	16	16	15	13	13	-1.4%
From concentrate		41	43	46	52	58	11.6%
Branched	Branched	25	27	31	38	44	16.3%
	Private label	16	16	15	13	13	-1.4%
Not from concentrate		0	1	14	10	9	-16.4%
Branched		0	1	14	10	9	-16.4%
of which are smoothies		16	18	19	22	28	23.9%
Branched	Branched	10	12	13	16	22	33.8%
	Private label	7	7	6	6	6	-2.2%

Bulgaria

Population: **7.2 million**



Producers are continuing to shift their focus away from **fruit juice** to their more budget-oriented still drinks, but development of the not from concentrate segment has helped to limit the rate of decline. A proposed tax on soft drinks with sugar content might serve to move volumes back from both nectars and still drinks to fruit juice. Competition within fruit juice, however, is likely to remain fierce with producers shifting investment from their premium to mainstream brands in order to improve profitability.

Nectars also lost volume in 2015 to still drinks. As in fruit juice, producers are having to adapt to maintain and grow volume, with focus shifting to support of their mainstream brands in a bid to improve both volume and value. Innovation is currently very limited. Price promotions on multi-serve offerings were frequently witnessed.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	68	67	63	63	62	-2.8%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	16	16	14	14	14	-4.3%
Branded	15	14	12	13	12	-3.2%
Private label	1	2	2	2	1	-13.2%
Ambient	16	15	14	14	13	-4.2%
Chilled	0	0	0	0	0	-8.2%
From concentrate	16	15	13	13	12	-8.6%
Not from concentrate	1	1	1	2	2	27.8%

Nectars (25–99% juice content)

Total nectars						
Total nectars	52	51	49	49	48	-2.4%
Branded	44	42	41	41	41	-0.6%
Private label	8	8	8	8	7	-11.6%

Croatia

Population: **4.2 million**



Fruit Juice, although a small category due to its premium pricing, has seen consistent growth over the past few years, achieving a volume increase of 7% in 2015. The majority of the category comprises FC juice, but there has been growing interest in the NFC segment, with apple driving the trend. Fruit juice is, however, coming under pressure from other categories more prominently claiming 'naturalness' and 'healthiness'. This is predicted to cause volumes to contract in 2016.

The long-term decline in **nectars** continued in 2015. While nectars are still popular, consumers tend to be highly brand disloyal, with price proving the key factor in the purchasing decision. As such, the category is also losing volume to still drinks where retail prices have declined significantly.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	71	68	67	57	56	-1.2%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	12	12	12	13	14	7.0%
Branded	9	9	10	11	12	9.7%
Private label	2	3	2	3	2	-4.2%
Ambient	12	12	12	13	14	7.0%
From concentrate	12	12	12	11	12	7.4%
Not from concentrate	0.0	0.0	0.4	2.0	2.0	4.6%

Nectars (25–99% juice content)

Total nectars						
Total nectars	60	57	55	44	42	-3.6%
Branded	46	46	46	37	36	-2.1%
Private label	13	10	9	7	6	-11.8%

Cyprus

Population: **1.2 million**



Fruit juices and **nectars** continued to decline in 2015, but at a slower pace, as the macroeconomic indicators improved. The market also stabilised after the closing of a national supermarket chain in 2014, while discounters faced heavy losses and performed far below the market; this was the main driver behind the plummet in sales of Private Label products. The significant growth of tourism, assisted the on-premise channels to gain share compared to the off-premise channels, with kiosks in particular gaining sales. However, total juice and nectar production continued to increase, as Cypriot companies sought to grow their exports and co-packing agreements; mainly in the Middle East and the Balkans..

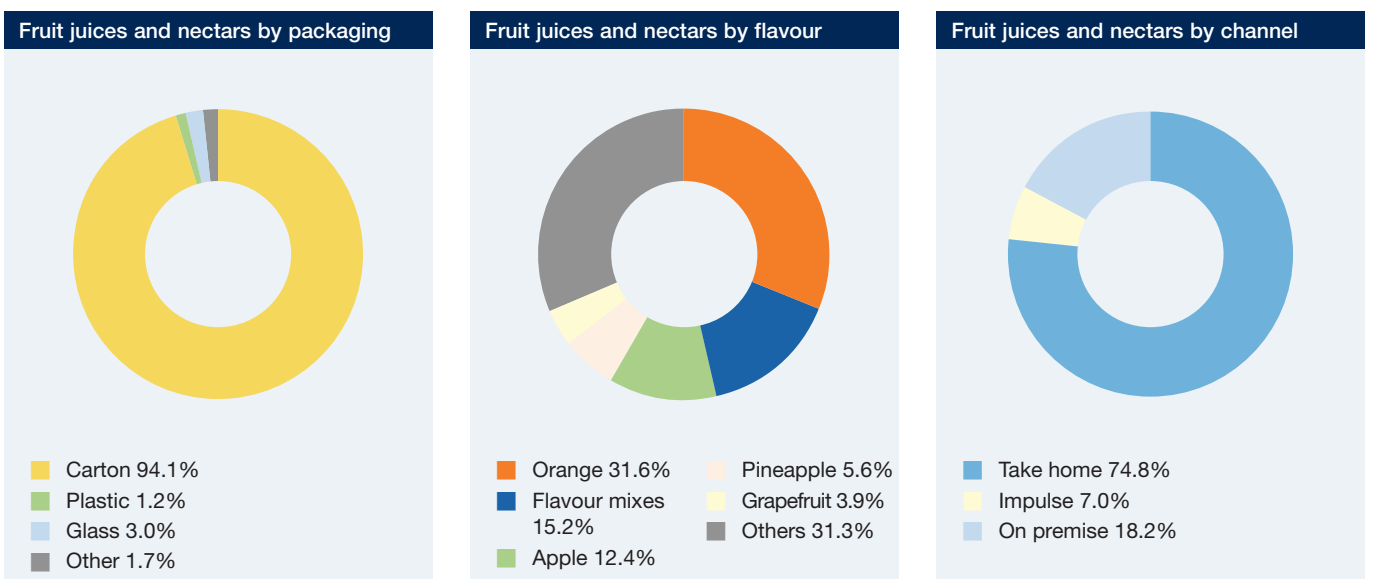
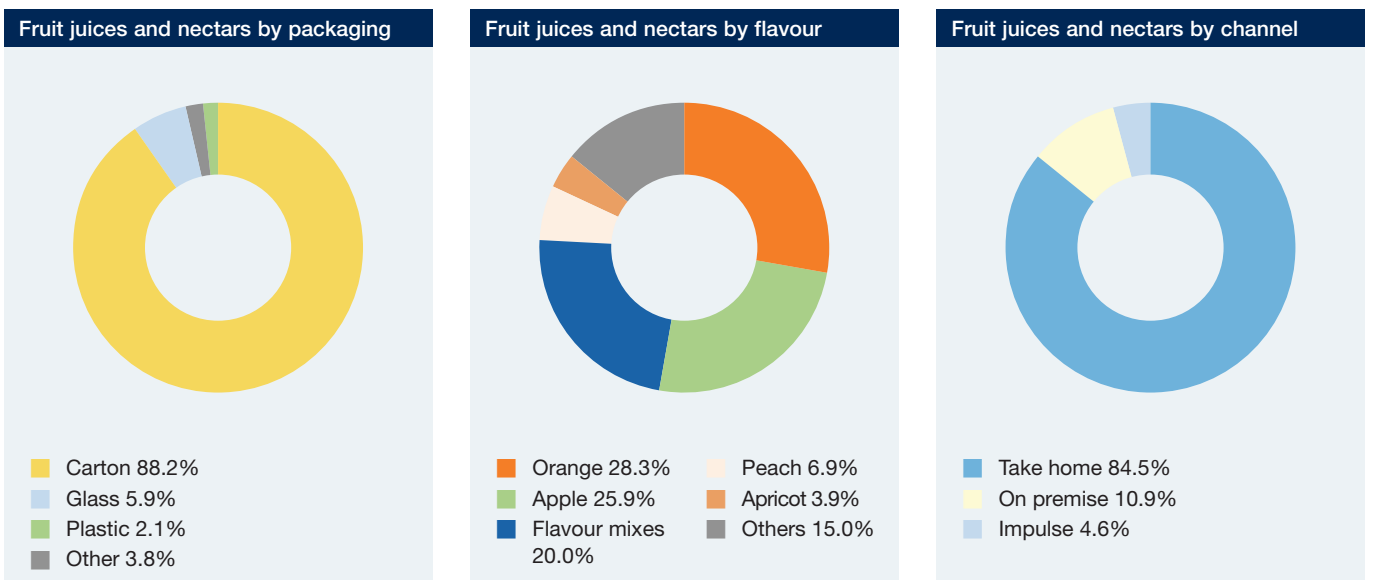
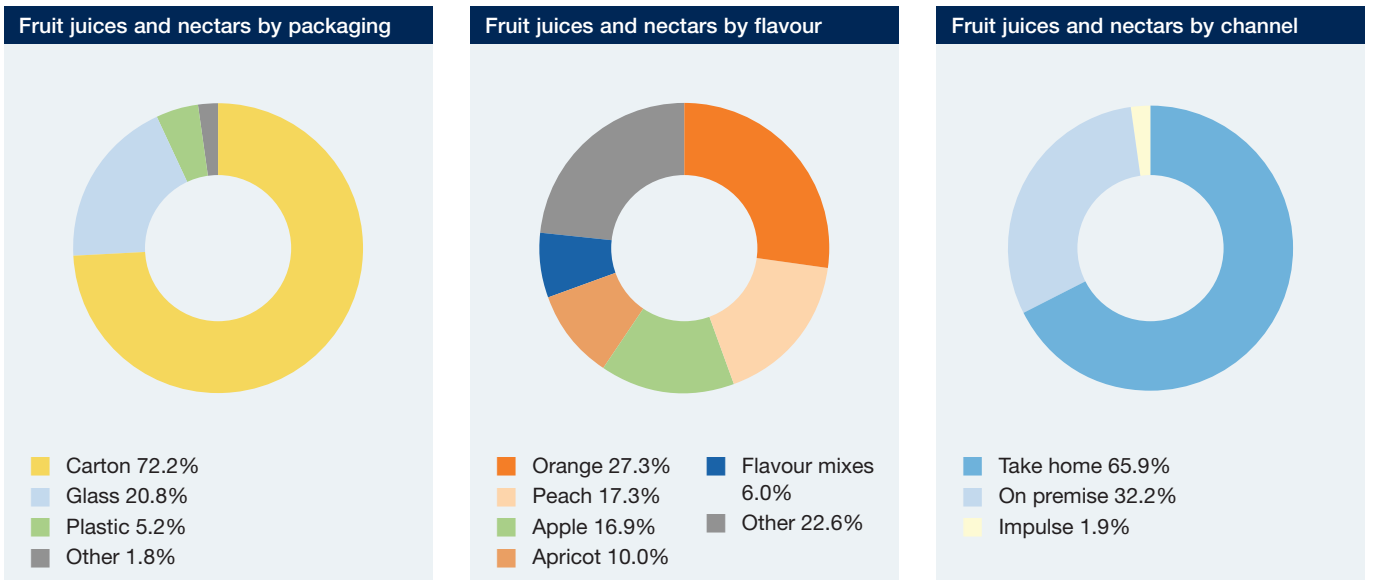
Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	31	32	30	29	28	-2.6%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	20	21	19	18	18	-3.1%
Branded	20	21	18	17	17	-2.2%
Private label	0.0	0.0	1.1	1.1	0.9	-18.9%
Ambient	19	20	18	18	17	-3.2%
Chilled	0.7	0.7	0.7	0.7	0.7	-1.5%
From concentrate	20	21	19	18	18	-3.1%
Not from concentrate	0	0	0	0	0	0.0%

Nectars (25–99% juice content)

Total nectars						
Total nectars	11	11	11	10	10	-1.6%
Branded	11	11	10	10	10	-0.9%
Private label	0.0	0.0	0.6	0.6	0.5	-13.6%



Czech Republic

Population: **10.5 million**



The **fruit juice** market returned to growth in 2013, although 2015 volumes are still well below those ten years earlier. Growth in tourism, which benefitted on-premise sales, and the launch of flavour extensions and seasonal products by the leading players served to maintain consumer interest and drive up volumes.

Nectars outperformed fruit juices in 2015, partially as a result of a hot summer, as well as improvement in consumer confidence and a recovery in Horeca sales. The category also benefitted from strong investment by the leading players in innovation and marketing, as well as special promotions on branded products in modern retail.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	88	82	89	93	101	8.1%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	54	49	51	55	59	7.2%
Branded	32	32	37	41	44	8.7%
Private label	22	17	15	14	15	3.0%
Ambient	54	48	50	54	58	7.3%
Chilled	0.2	0.6	0.9	0.9	0.9	1.1%
From concentrate	54	48	48	51	55	7.1%
Not from concentrate	0.4	0.8	3.0	4.0	5.0	8.3%

Nectars (25–99% juice content)

Total nectars						
Total nectars	33	34	37	38	42	9.3%
Branded	20	22	27	28	31	9.7%
Private label	13	12	11	10	11	8.1%

Denmark

Population: **5.7 million**



With the abolition of the soft drinks tax which penalised nectars and not **fruit juices**, a shift from juice to nectars has been witnessed, but this is likely to slow going forwards. With the trend to skipping breakfast during the week, and indulging at the weekend, demand for better quality fruit juice is rising. This is boosting sales of chilled juice and **smoothies**.

Nectars saw a further jump in volume in 2015. Historically the category was made up of expensive imported products, but the end of the soft drinks tax has changed this. Products such as cranberry, pomegranate and blueberry can now be launched at a more reasonable price point. In the discounters orange nectars are being positioned as low priced alternatives to fruit juice.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	114	111	111	108	106	-1.7%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	113	110	109	103	100	-3.0%
Branded	54	56	54	52	51	-2.5%
Private label	59	53	56	51	49	-3.4%
Ambient	101	99	98	90	87	-4.3%
Chilled	12	11	12	13	14	6.6%
From concentrate	105	102	101	94	89	-4.9%
Not from concentrate	8	8	9	10	11	16.6%

Nectars (25–99% juice content)

Total nectars						
Total nectars	1	1	1	4	5	29.4%
Branded	1	1	1	4	4	16.1%
Private label	0.4	0.3	0.4	0.5	1.2	123.6%

Estonia

Population: **1.3 million**



Fruit juice consumption in 2015 increased as consumers turned away from drinks containing sugar towards perceived more 'natural' beverages.

Price discounts, however, remained the key driver of the consumer purchase decision, as producers were forced to lower prices to attract consumers and sustain market share.

Nectars continued to see volumes contract year on year with consumers moving away from higher sugar content products. Nectars were also undermined by the frequency of discounting activity in fruit juice and still drinks.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	29	27	26	25	25	-2.9%

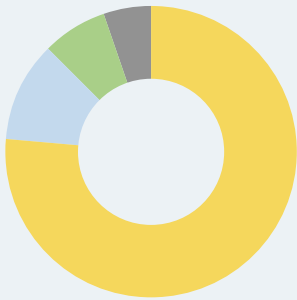
Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	12	12	12	12	12	0.4%
Branded	10	10	10	10	10	1.7%
Private label	3	2	2	2	2	-5.3%
Ambient	12	11	12	12	12	-0.7%
Chilled	0.6	0.6	0.7	0.7	0.8	18.6%
From concentrate	12	11	11	11	11	-0.4%
Not from concentrate	0.7	0.8	1.1	1.0	1.1	8.7%

Nectars (25–99% juice content)

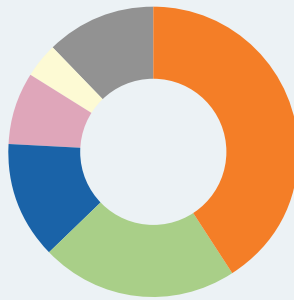
Total nectars						
Total nectars	17	15	14	13	12	-6.0%
Branded	16	15	13	12	12	-6.1%
Private label	1.3	0.8	0.7	0.7	0.7	-3.9%

Fruit juices and nectars by packaging



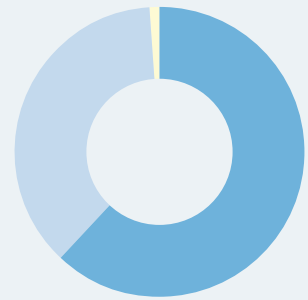
Carton 75.5%
Plastic 11.4%
Glass 7.5%
Other 5.6%

Fruit juices and nectars by flavour



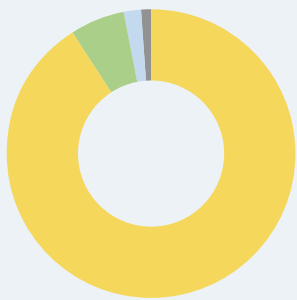
Orange 37.9%
Apple 23.3%
Flavour mixes 12.4%
Berries 9.5%
Grapefruit 4.6%
Other 12.3%

Fruit juices and nectars by channel



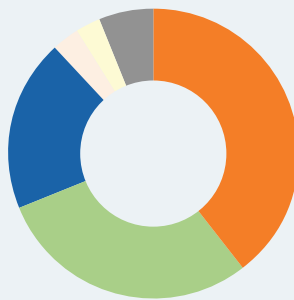
Take home 64.4%
On premise 34.7%
Impulse 0.9%

Fruit juices and nectars by packaging



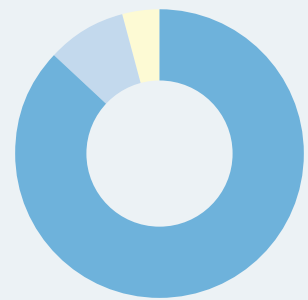
Carton 84.8%
Plastic 12.9%
Glass 1.7%
Other 0.7%

Fruit juices and nectars by flavour



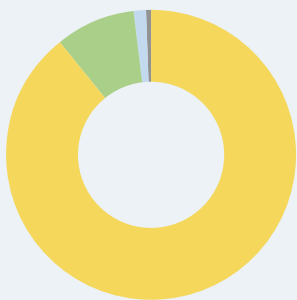
Orange 39.6%
Apple 29.6%
Flavour mixes 19.2%
Pineapple 3.0%
Grapefruit 2.5%
Other 6.1%

Fruit juices and nectars by channel



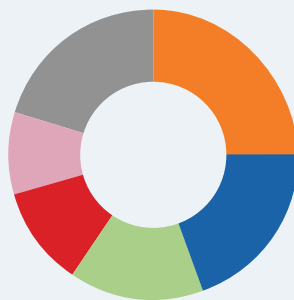
Take home 87.1%
On premise 9.3%
Impulse 3.6%

Fruit juices and nectars by packaging



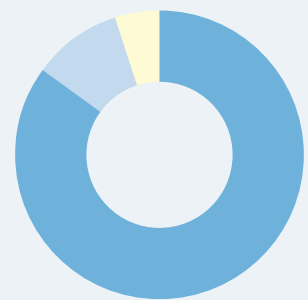
Carton 87.8%
Plastic 10.5%
Glass 1.5%
Other 0.2%

Fruit juices and nectars by flavour



Orange 25.5%
Apple 16.8%
Flavour mixes 18.0%
Tomato 11.1%
Plum 7.6%
Other 20.9%

Fruit juices and nectars by channel



Take home 84.7%
On premise 10.8%
Impulse 4.5%

Finland

Population: **5.5 million**



Fruit juice fell back again in 2015, but at a much reduced rate compared to 2014 when the sugar taxes were introduced. Market maturity, a struggling economy and high penetration levels, left little room to raise consumption levels. Consumers have become accustomed to the new price points, but retailers have entered into a price war in respect to Private Label orange and apple juice.

The scenario was the same for the much smaller **nectars** category, with the rate of decline softening on 2014. Many consumers still do not really appreciate the difference between nectars and fruit juices and tend to buy on price. The lack of new product development is also not helping nectars' cause.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	164	155	149	137	133	-3.4%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	144	135	129	119	115	-3.5%
Branded	110	104	100	92	86	-6.3%
Private label	34	31	29	27	29	5.9%
Ambient	95	82	78	72	70	-3.5%
Chilled	48	53	51	47	45	-3.6%
From concentrate	133	126	121	112	109	-3.4%
Not from concentrate	10	9	8	7	6	-5.7%

Nectars (25–99% juice content)

Total nectars						
Total nectars	20	20	20	18	18	-2.7%
Branded	20	20	20	18	17	-2.7%
Private label	0.0	0.4	0.4	0.4	0.4	-1.3%

Greece

Population: **10.9 million**



Whilst there has been no respite for **fruit juice** from decline since the onset of the financial crisis in 2008, the rate has softened over the last two years. This has been driven by some successful performances in the chilled segment, and a remarkable growth in tourism. Although consumers are showing increasing interest in 'healthier' categories, price is of greater importance and in the current economic environment fruit juice is considered a non-essential purchase by most domestic consumers.

Nectars are often consumed as a lower cost alternative to fruit juices and are increasingly being perceived as a commodity, which has boosted category consumption under the current poor economic conditions. Chilled nectars strongly outperformed the category average in 2015, thanks to investment in flavour innovation and marketing.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	168	150	137	131	131	-0.2%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	107	89	78	73	72	-1.7%
Branded	90	70	61	58	58	0.4%
Private label	17	19	17	15	14	-9.7%
Ambient	79	71	64	60	58	-3.0%
Chilled	28	17	14	14	14	4.2%
From concentrate	107	89	78	72	71	-1.9%
Not from concentrate	0.0	0.1	0.1	0.6	0.8	26.8%

Nectars (25–99% juice content)

Total nectars						
Total nectars	61	61	59	58	59	1.6%
Branded	40	45	44	42	43	3.2%
Private label	21	17	15	16	15	-2.9%

Hungary

Population: **9.8 million**



Fruit Juice continued to build on its 2014 recovery in 2015, aided by increased consumer purchasing power and stable retail prices thanks to raw material costs remaining constant. Ambient juice continued to drive the market, with growing impetus coming from the small NFC segment, which is consistently outperforming the category average. Chilled NFC juice remains a marginal presence, with many consumers still unclear on the difference with ambient variants.

Nectars saw a slowdown in the rate of growth in 2014, with evidence of consumers upgrading to fruit juices as their disposable income levels recover. Within the flavour spectrum, peach remained the leading single flavour, but apricot and pear registered notable increases in growth.

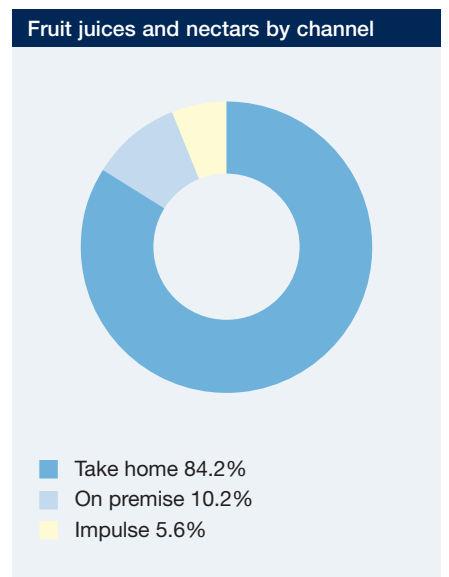
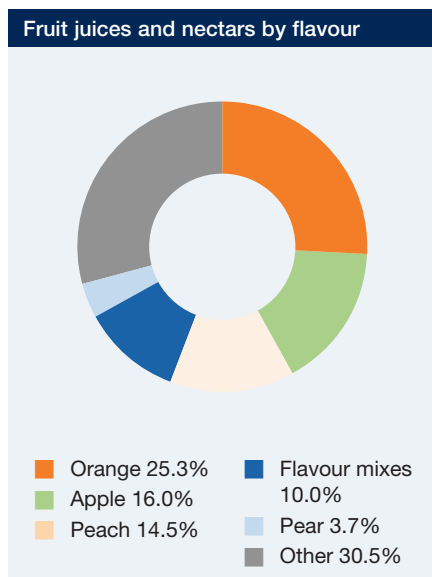
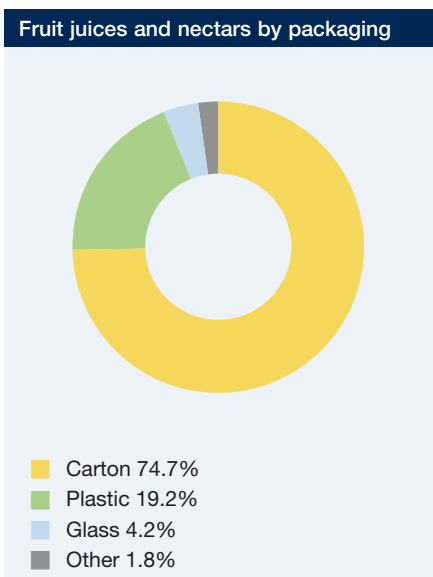
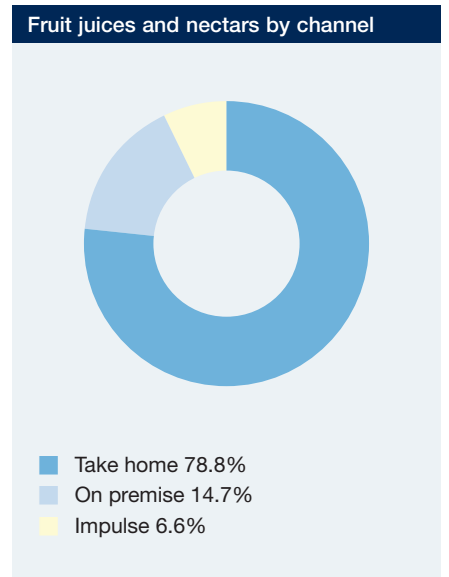
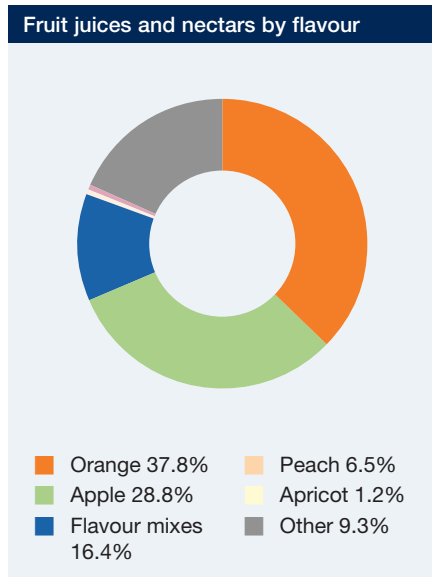
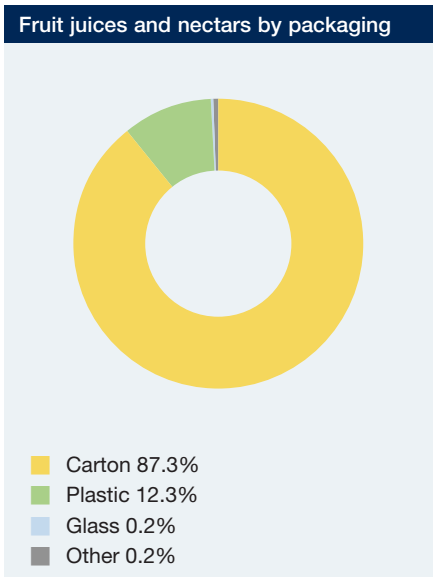
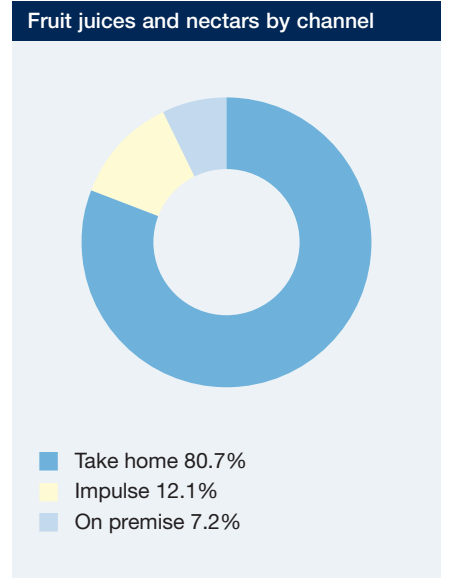
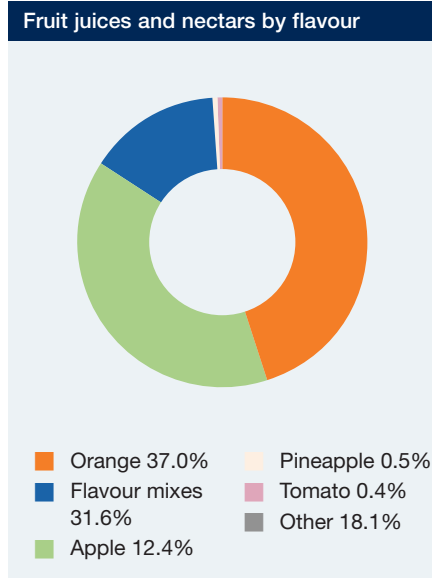
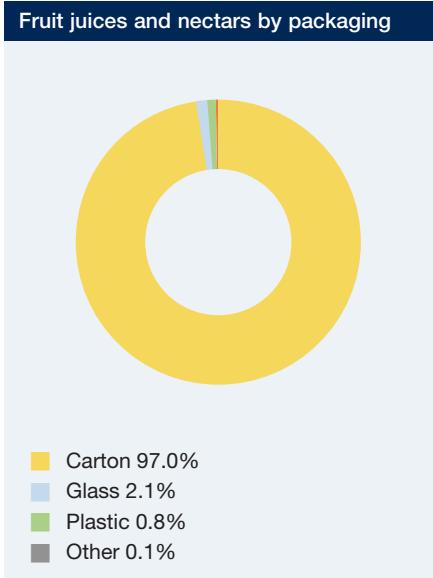
Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	102	95	91	101	108	6.7%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	40	37	36	40	44	10.2%
Branded	25	26	27	28	32	17.0%
Private label	15	12	9	12	11	-5.6%
Ambient	40	37	36	40	44	10.2%
Chilled	0	0	0	0	0	14.3%
From concentrate	38	36	35	38	41	8.4%
Not from concentrate	2	2	1	1	2	61.8%

Nectars (25–99% juice content)

Total nectars						
Total nectars	61	58	55	61	64	4.5%
Branded	41	34	34	36	45	24.9%
Private label	20	24	21	26	19	-24.1%



Ireland

Population: **4.7 million**



Per capita consumption of **fruit juice** has halved since 2005, dropping to just over 7 litres in 2015, due to the severity of the financial crisis in the intervening years and consumers down-trading to lower cost soft drinks alternatives, such as packaged water and still drinks. The increased media attention on sugar content in beverages has also taken its toll on the category. The ambient segment continued to suffer the most, while chilled NFC bucked the trend in 2015 due to its quality perception and competitive Private Label offerings.

Nectars have been impacted by the same challenges, with the tiny chilled NFC segment being the only bright spot. Further growth could come from the newer adult drinks, which offer more complex flavours and functionality, but drawing in consumers remain be difficult.

Latvia

Population: **2.0 million**



After a slowdown in 2014, the **fruit juice** market picked up again in 2015, largely thanks to increasing consumer purchasing power and changes in lifestyle. With the improved economic conditions and growing health trend, consumers are starting to opt for higher quality fruit juices as can be seen in the robust growth in the fledgling chilled from concentrate juice segment.

Nectars are suffering as a consequence, with consumers become increasingly health conscious and aware of sugar content and sweetening agents in products and migrate to the perceived health benefits of 100% fruit juice.

Lithuania

Population: **2.9 million**



Whilst **fruit juice** registered another year of decline in 2015, the rate decelerated as consumers were attracted by retail price promotions, with the health and wellness trend also helping to avoid a steeper drop in consumption. Fruit juice did, however, witness some down-trading to nectars and still drinks for reasons of cost. The majority of fruit juice purchases were made during periods of price promotions. Orange and tomato continue to dominate the flavor profile with over a 70% share of throat.

Nectars also fell back again in 2015, primarily due to the negative publicity that nectars received in the media, as part of a wider focus on the sugar content in beverages. As in fruit juice, price cutting was rife and the majority of purchases were made when products were on promotion. Mixed flavors remained the preferred option (27%).

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	57	53	50	45	41	-7.8%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	51	47	44	39	36	-8.6%
Branded	29	27	26	21	23	7.9%
Private label	22	21	19	18	13	-28.0%
Ambient	31	27	25	21	16	-26.2%
Chilled	20	20	20	18	20	12.3%
From concentrate	38	33	31	27	20	-25.6%
Not from concentrate	13	14	13	12	15	31.4%

Nectars (25–99% juice content)

Total nectars						
Total nectars	6	6	6	6	5	-2.3%
Branded	6	5	5	5	5	1.5%
Private label	1	1	1	1	1	-27.4%

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	29	29	29	29	28	-3.3%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	10	10	11	11	11	2.2%
Branded	9	9	10	10	10	2.4%
Private label	0.9	0.8	0.7	0.6	0.6	-2.0%
Ambient	9	10	10	10	11	2.1%
Chilled	0.3	0.3	0.2	0.2	0.2	4.3%
From concentrate	10	10	10	10	11	2.2%
Not from concentrate	0.2	0.1	0.1	0.1	0.1	-0.6%

Nectars (25–99% juice content)

Total nectars						
Total nectars	19	19	19	19	17	-6.4%
Branded	18	18	17	17	16	-6.4%
Private label	2	1	1	1	1	-6.7%

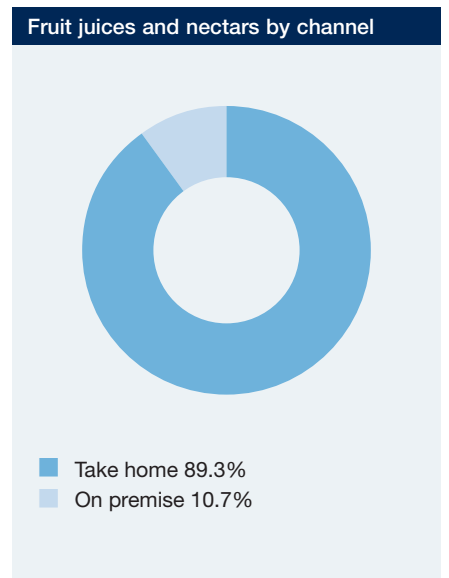
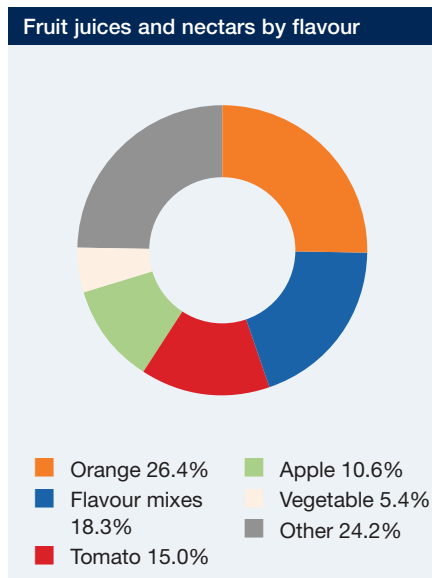
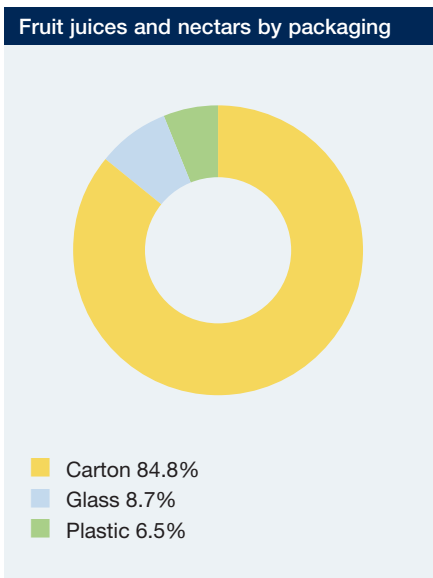
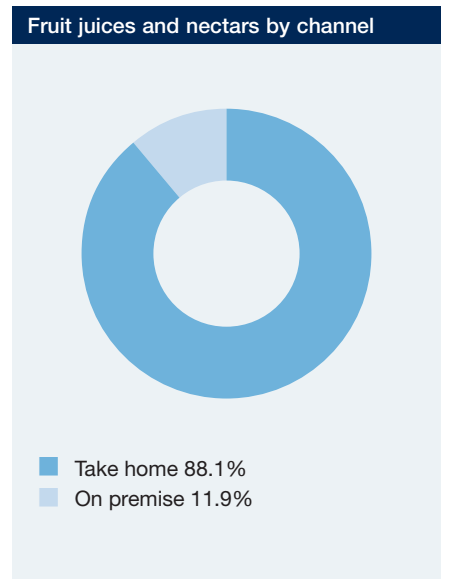
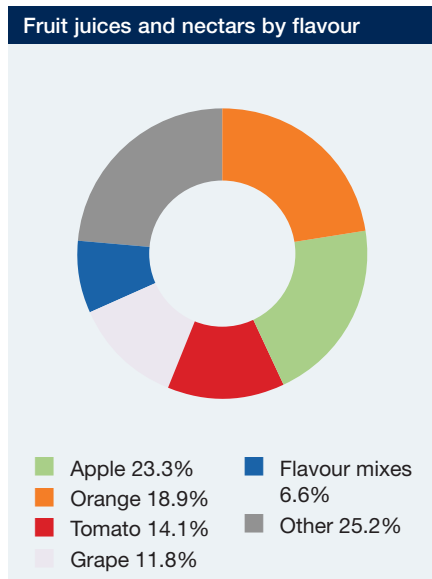
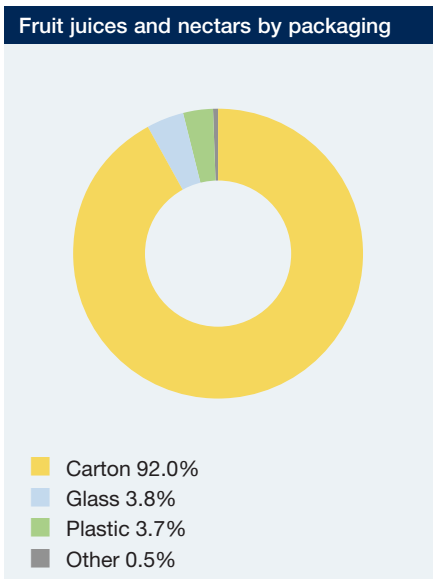
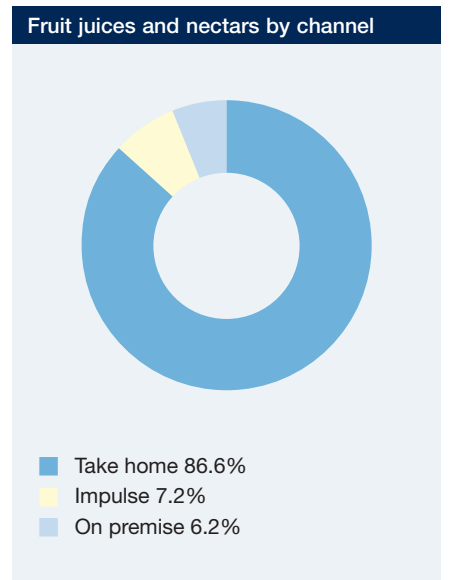
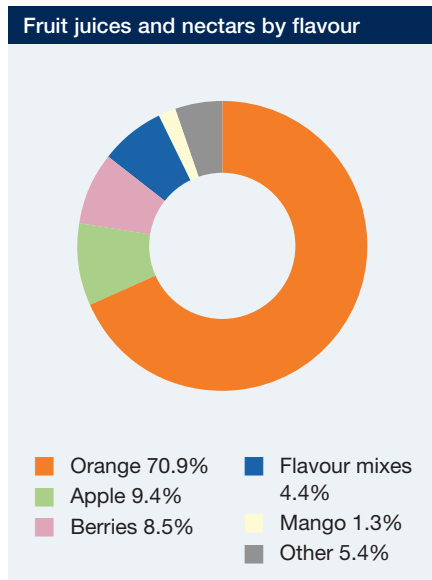
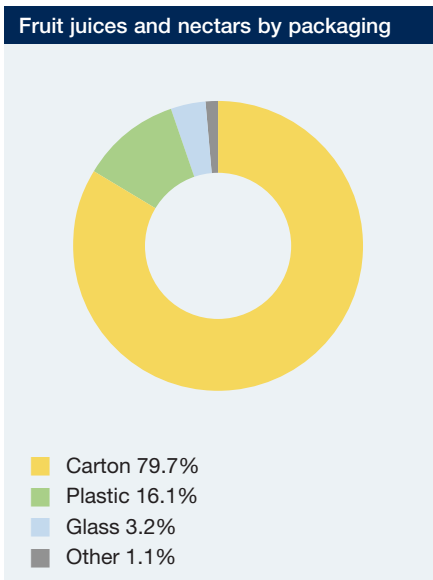
Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	40	39	40	38	37	-3.3%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	14	14	14	14	14	-0.6%
Branded	12	12	12	13	12	-1.8%
Private label	2	2	2	2	2	9.4%
Ambient	14	14	14	14	14	-0.6%
Chilled	0	0	0	0	0	25.0%
From concentrate	14	14	14	14	14	-1.6%
Not from concentrate	0.3	0.3	0.3	0.4	0.5	36.5%

Nectars (25–99% juice content)

Total nectars						
Total nectars	25	25	26	24	22	-5.0%
Branded	23	22	23	21	20	-5.7%
Private label	2	3	3	3	3	0.2%



Luxembourg

Population: **0.5 million**



Trends in the Luxembourg **fruit juice** market tend to be similar to those in neighbouring Belgium.

Consumers and retailers alike generally do not differentiate between fruit juice and nectars. Price point tends to be the driver behind the purchase decision, despite consumer interest in health and wellness. A lack of marketing and promotional activity is stunting the progress of the chilled juice and NFC segments. Orange is traditionally the primary flavour, followed by apple and mixed flavours.

The lack of a clear distinction with fruit juice continues to curtail the development of **nectars**. Flavour mixes remain the key flavour of choice.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	11	11	11	10	10	-5.3%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	9	9	9	9	8	-5.4%
Branded	4	4	4	4	4	-4.3%
Private label	5	5	5	5	4	-6.2%
Ambient	8	8	8	7	7	-6.3%
Chilled	1	1	1	1	1	-0.1%
From concentrate	5	5	5	5	4	-6.3%
Not from concentrate	4	4	4	4	4	-0.4%

Nectars (25–99% juice content)

Total nectars						
Total nectars	2	2	2	2	2	-4.7%
Branded	1	1	1	1	1	-5.1%
Private label	1	1	1	1	1	-4.4%

Malta

Population: **0.4 million**



The economy has remained relatively robust since 2009. Along with a relatively buoyant tourism market, this has maintained **fruit juices** and

nectars consumption levels.

Fruit juices and nectars retain a heavy reliance on imports, with local production being confined to the chilled juice segment. As large sized packaging offered the best price per litre, the market was focused on multi-serve cartons in 2015. Orange was the lead flavour, reflecting the conservative nature of the Maltese, whilst mixed flavours, generally being lower cost, also took a major share. Foreign visitors were important for impulse and on-premise purchases, but with local consumers being price conscious, the arrival of Lidl in 2008 saw the expanding discount chain absorb an increasing share of the take home market, to the irritation of brand-oriented retailers.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	12	11	12	12	12	1.3%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	6	5	5	5	5	0.0%
Branded	6	4	4	4	4	-0.8%
Private label	1	1	1	1	1	4.6%
Ambient	6	4	4	4	4	-0.1%
Chilled	0.3	0.4	0.4	0.4	0.4	1.2%
From concentrate	6	5	5	5	5	0.0%
Not from concentrate	0	0	0	0	0	0.0%

Nectars (25–99% juice content)

Total nectars						
Total nectars	6	7	7	7	7	2.2%
Branded	5	6	6	6	6	1.5%
Private label	1	1	1	1	1	5.8%

Norway

Population: **5.2 million**



Whilst Norway still ranks as having the highest per capita of **fruit juice** in the EU, 2015 saw a third consecutive year of decline. Price increases on raw materials, and the perceived high sugar content of fruit juice, the rise in the sugar tax and high profile debate in the media on the impact on health of the over-consumption of 'sugary beverages' have taken their toll. The chilled segment, however, continued to outperform the category average in 2015 – it seems that consumers are buying mainstream ambient juice during the week, but upgrading at the weekend for a treat or indulgence.

Nectars are dominated by Private Label and heavily commoditised, with volumes continuing to decline year on year as consumers shift to 'no added sugar' or low calorie beverage alternatives.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	153	154	150	146	142	-2.8%

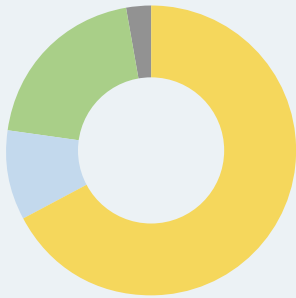
Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	138	141	138	135	131	-2.5%
Branded	84	72	67	66	64	-3.0%
Private label	54	69	71	68	67	-2.0%
Ambient	82	78	71	66	64	-3.3%
Chilled	56	63	67	69	67	-1.7%
From concentrate	113	112	104	99	96	-3.2%
Not from concentrate	25	29	34	36	35	-0.6%

Nectars (25–99% juice content)

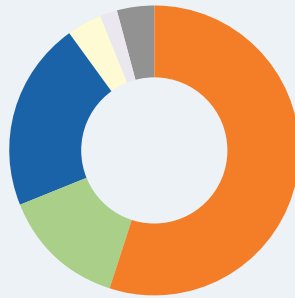
Total nectars						
Total nectars	14	13	12	11	11	-6.1%
Branded	5	4	4	4	3	-8.3%
Private label	9	9	8	8	7	-5.1%

Fruit juices and nectars by packaging



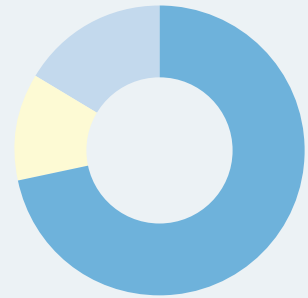
■ Carton 68.9%
■ Plastic 19.4%
■ Glass 9.9%
■ Other 1.7%

Fruit juices and nectars by flavour



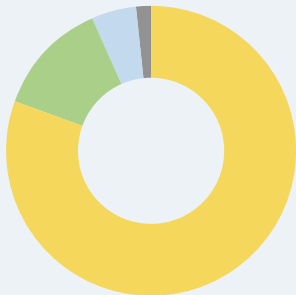
■ Orange 55.0%
■ Apple 13.0%
■ Flavour mixes 19.9%
■ Grapefruit 3.6%
■ Grape 1.7%
■ Others 6.8%

Fruit juices and nectars by channel



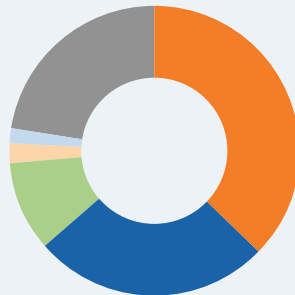
■ Take home 70.9%
■ Impulse 12.5%
■ On premise 16.6%

Fruit juices and nectars by packaging



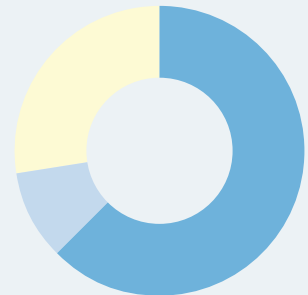
■ Carton 80.3%
■ Plastic 12.7%
■ Glass 4.5%
■ Other 2.5%

Fruit juices and nectars by flavour



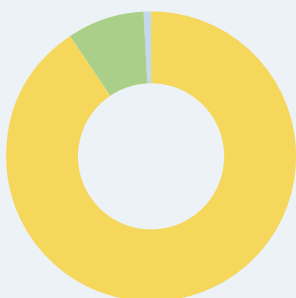
■ Orange 37.2%
■ Flavour mixes 26.6%
■ Apple 10.3%
■ Pineapple 2.0%
■ Pear 1.8%
■ Others 22.1%

Fruit juices and nectars by channel



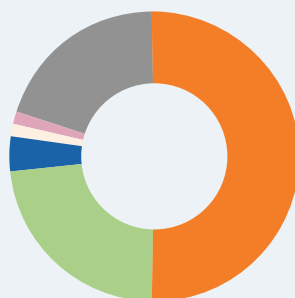
■ Take home 62.1%
■ Impulse 10.3%
■ On premise 27.6%

Fruit juices and nectars by packaging



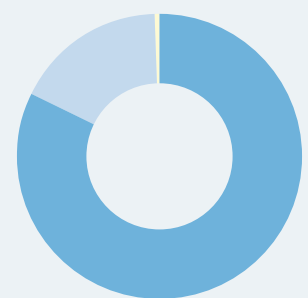
■ Carton 89.5%
■ Plastic 9.9%
■ Glass 0.6%

Fruit juices and nectars by flavour



■ Orange 51.2%
■ Apple 22.7%
■ Flavour mixes 3.7%
■ Pineapple 1.3%
■ Berries 1.2%
■ Other 20.0%

Fruit juices and nectars by channel



■ Take home 81.8%
■ On premise 17.9%
■ Impulse 0.3%

Portugal

Population: **10.4 million**



The **fruit juice** market continued the long-term trend of contraction, with the rate of decline accelerating to 16% in 2015, despite an encouraging 9% increase in the tiny chilled juice segment. A transfer of consumption from fruit juices to nectars continued to be the trend in 2015. Fruit juice remains the soft drinks category with the highest penetration of Private Label.

Nectars by contrast continued to grow, with 2015 seeing a healthy 8% uplift thanks to the improvement in consumer confidence. A strong marketing campaign was delivered by the category leader aimed at increasing the drinking occasions of nectars at home with meals.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	105	111	114	114	119	4.1%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	24	23	20	19	16	-15.9%
Branded	9	8	8	8	8	-2.3%
	Private label	15	14	12	12	-24.8%
Ambient	22	21	18	18	14	-18.4%
Chilled	2	2	2	2	2	9.1%
From concentrate	22	21	18	18	14	-18.4%
Not from concentrate	2	2	2	2	2	9.1%

Nectars (25–99% juice content)

Total nectars						
Total nectars	81	89	94	95	103	8.2%
Branded	56	61	66	69	78	13.8%
	Private label	25	27	28	25	-6.2%

Romania

Population: **19.9 million**



Fruit juice saw an upturn in 2015 for the first time since 2009 as price cuts and improvement in consumer disposable incomes drove up consumption of premium priced drinks. The majority of growth emanated from the developing NFC segment, thanks to the entry of some leading players to what was previously the domain of small producers of cold-pressed apple juice. The FC segment, whilst still holding the commanding share, registered a fairly flat performance. Further increase is anticipated in 2016, with NFC remaining the growth engine.

Nectars have been pulled out of virtual stagnation over the last couple of years by improved consumption in the food sector. Within single flavours by volume, only orange stood out in terms of growth. Both flavour mixes and vegetable nectars, however, posted notable growth rates, suggesting that flavour diversity and combinations remains a significant driver for the category.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	59	56	54	54	58	7.3%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	22	21	21	20	22	8.1%
Branded	18	16	15	15	16	7.2%
	Private label	4	4	6	5	10.7%
Ambient	22	21	21	20	22	7.4%
Chilled	0	0	0	0	0	0.0%
From concentrate	21	20	19	18	19	1.6%
Not from concentrate	1	1	1	2	3	71.4%

Nectars (25–99% juice content)

Total nectars						
Total nectars	37	35	33	34	36	6.8%
Branded	30	27	26	26	28	7.6%
	Private label	7	8	7	8	4.3%

Slovakia

Population: **5.4 million**



Per capita consumption of **fruit juice** is gradually creeping back up again, buoyed by consumer interest in healthy consumption. All the impetus, however, is currently coming from the ambient from concentrate segment, with chilled volumes remaining static in 2015. Small bars are beginning to appear in shopping centres offering freshly squeezed products.

Nectars enjoyed a renaissance in 2015, after seven years of decline, primarily due to growth in tourist numbers and an accompanying better performance in Horeca outlets. Leading players invested strongly in their brands, impacting on Private Label share. Flavour mixes remain the most popular, but some of the fastest growing flavours were peach, pear and banana, albeit on a low volume base.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	39	36	34	38	40	7.7%

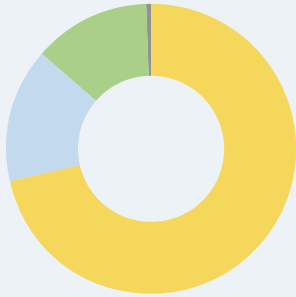
Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	21	20	19	22	24	9.0%
Branded	11	12	12	15	16	9.3%
	Private label	10	9	7	8	8.3%
Ambient	21	19	18	20	22	9.0%
Chilled	1	1	1	2	2	8.3%
From concentrate	21	19	18	20	22	9.0%
Not from concentrate	1	1	1	2	2	8.3%

Nectars (25–99% juice content)

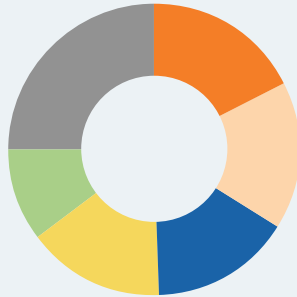
Total nectars						
Total nectars	18	16	15	15	16	5.9%
Branded	12	11	11	11	12	5.9%
	Private label	6	5	5	4	4

Fruit juices and nectars by packaging



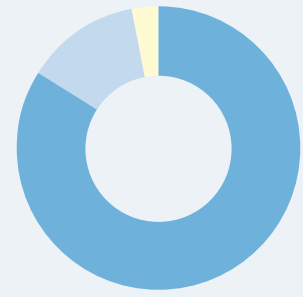
■ Carton 71.8%
■ Glass 15.0%
■ Plastic 12.9%
■ Other 0.3%

Fruit juices and nectars by flavour



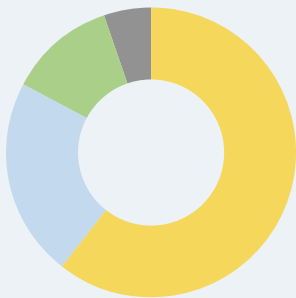
■ Orange 17.4%
■ Peach 16.8%
■ Flavour mixes 15.9%
■ Mango 15.0%
■ Apple 10.1%
■ Other 24.8%

Fruit juices and nectars by channel



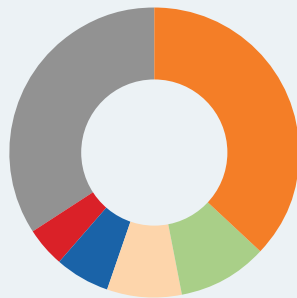
■ Take home 84.1%
■ On premise 12.9%
■ Impulse 3.0%

Fruit juices and nectars by packaging



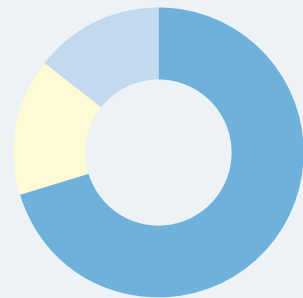
■ Carton 60.6%
■ Glass 22.5%
■ Plastic 12.1%
■ Other 4.8%

Fruit juices and nectars by flavour



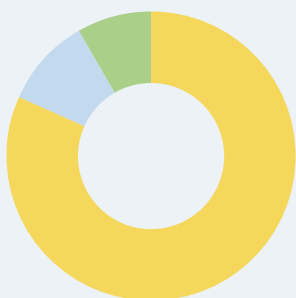
■ Orange 34.4%
■ Flavour mixes 7.4%
■ Apple 10.5%
■ Peach 8.4%
■ Vegetable 5.1%
■ Other 34.1%

Fruit juices and nectars by channel



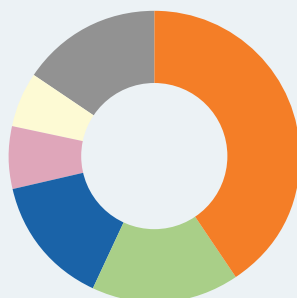
■ Take home 69.7%
■ Impulse 15.5%
■ On premise 14.8%

Fruit juices and nectars by packaging



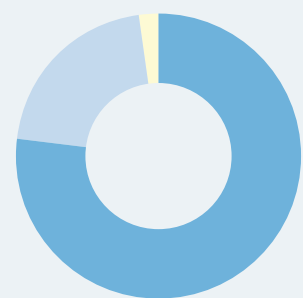
■ Carton 80.8%
■ Glass 10.4%
■ Plastic 8.8%

Fruit juices and nectars by flavour



■ Orange 39.7%
■ Apple 16.6%
■ Flavour mixes 14.2%
■ Grapefruit 7.3%
■ Berries 6.5%
■ Other 15.8%

Fruit juices and nectars by channel



■ Take home 76.5%
■ On premise 21.3%
■ Impulse 2.2%

Slovenia

Population: **2.1 million**



In 2015 **fruit juice** managed to reverse the declining trend with new product launches supported by marketing activities contributing to category expansion. Despite its premium pricing, consumers value fruit juice for its healthy, natural attributes, and with improving purchasing power are more willing to spend. The **smoothies** segment, however, remains tiny, with few brands available and Private Label accounting for the majority of sales.

The rate of decline in **nectars** decelerated sharply in 2015, but it continued to lose out to both fruit juices and still drinks, with the main players also tending to concentrate their innovation on these categories. In many consumers' eyes the distinction between nectars and still drinks is blurred, especially when carton-packed.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	39	36	33	30	29	-1.4%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	13	13	13	12	13	4.9%
Branded	6	6	5	5	6	9.4%
Private label	7	8	8	7	7	1.4%
Ambient	13	13	13	12	13	4.9%
Chilled	-	-	-	-	-	-
From concentrate	13	13	13	12	13	4.9%
Not from concentrate	-	-	-	-	-	-

Nectars (25–99% juice content)

Total nectars						
Total nectars	26	23	20	17	16	-5.7%
Branded	15	13	11	10	10	-2.9%
Private label	11	10	8	7	7	-9.7%

Switzerland

Population: **8.2 million**



Fruit juice has been in consistent decline over the last six years, impacted by the media focus on sugar content in beverages and a drop in hotel stays. The niche chilled segment, however, continues to buck the trend, with consumers appreciating quality, taste and added value fruit juices for their nutritional benefits. With over half of the category comprising of private label, there is a need to overturn fruit juice's commodity image.

Nectars have also been sliding downwards since 2009 and like juice is heavily oriented to Private Label. In on-premise the growing popularity of QSR outlets is seeing nectars lose out to still drinks and iced/RTD tea drinks. Nectars, however, has a much more diverse flavour range than fruit juice and producers could capitalise on this.

Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	201	197	196	194	192	-0.8%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	153	150	150	148	146	-0.8%
Branded	70	72	72	70	71	1.1%
Private label	83	79	78	77	75	-2.5%
Ambient	138	134	133	131	129	-1.4%
Chilled	15	16	16	17	18	3.9%
From concentrate	137	133	131	129	127	-1.6%
Not from concentrate	16	18	18	19	20	4.6%

Nectars (25–99% juice content)

Total nectars						
Total nectars	49	47	46	46	46	-0.7%
Branded	17	15	14	14	17	14.6%
Private label	32	32	32	32	29	-7.7%

Turkey

Population: **77.7 million**



Whilst the trend towards healthy living benefits 100% **fruit juice**, high pricing has led to fluctuating volumes over recent years and a consumer shift towards still drinks. Constant increases in food and beverages prices have made consumers more cautious in their spending on non-essential items. The NFC segment continues to outperform FC, with chilled juice also growing faster than ambient.

Nectars, whilst remaining the largest of the juice-based categories, saw a steeper decline than fruit juices, affected by high inflation on food and beverage prices and consumer down-trading to more affordable still drinks. Producer investment has followed the shift. Flavour-wise, the traditional category leaders, peach and sour cherry, withstood the competition from still drinks.

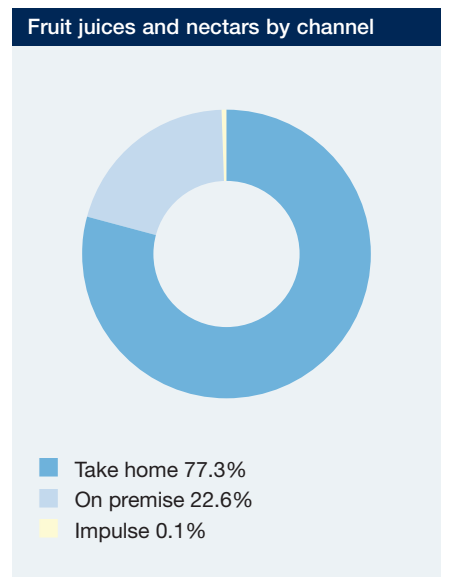
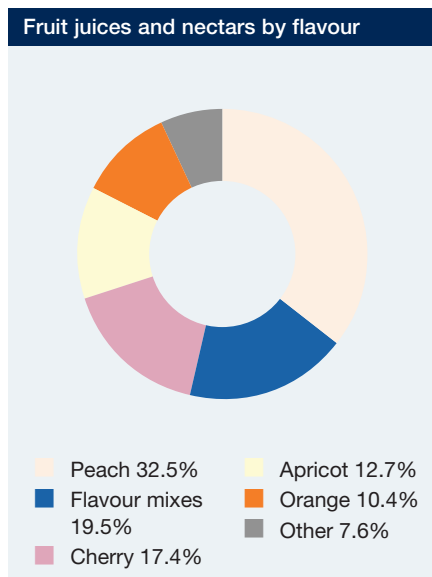
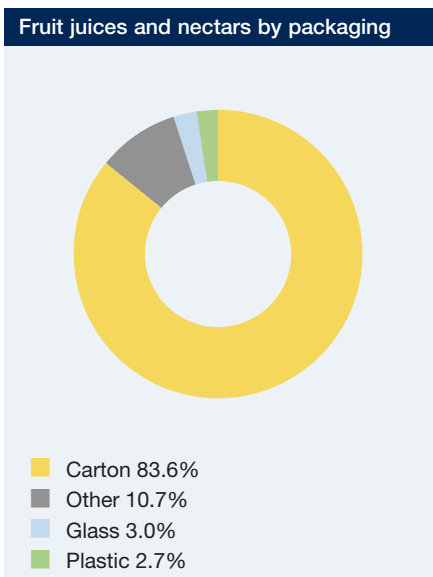
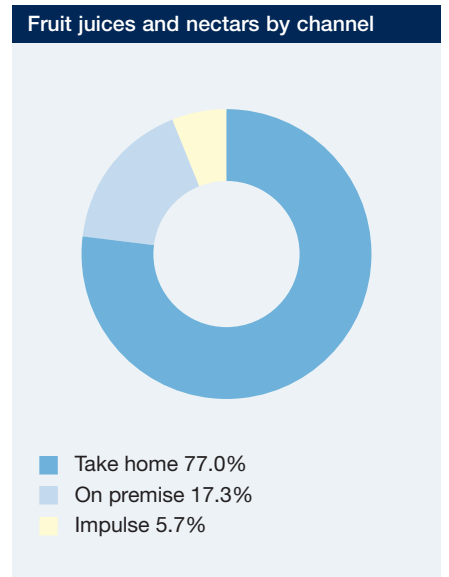
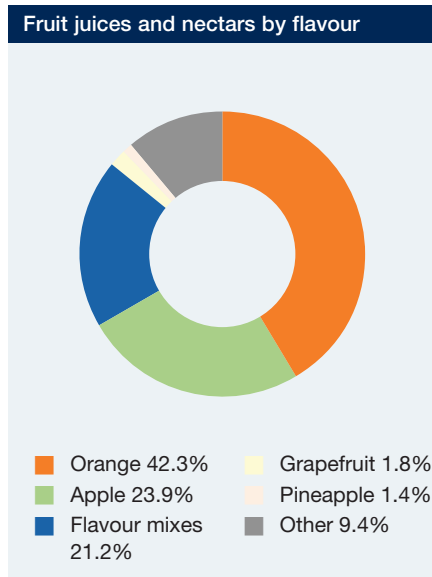
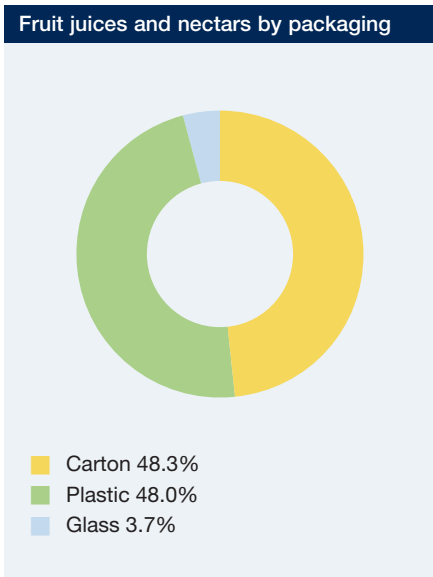
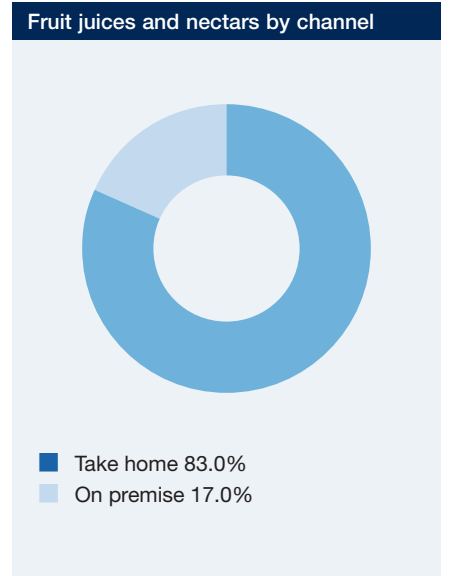
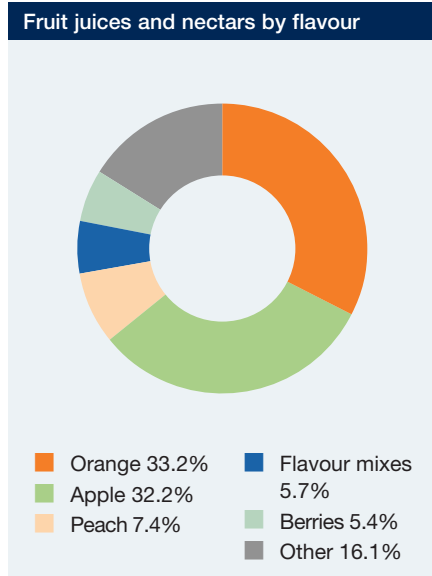
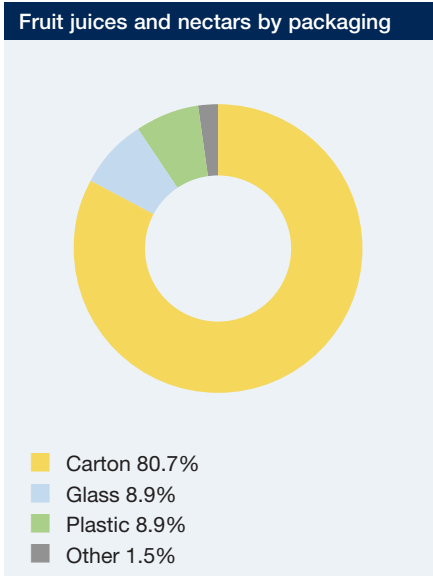
Total fruit juices and nectars						
Year	2011	2012	2013	2014	2015	% change
Total volume, million litres*	678	632	658	705	690	-2.1%

Fruit juice (100% juice content)

Total fruit juice						
Total fruit juice	53	51	51	52	52	-1.1%
Branded	48	47	46	48	47	-1.5%
Private label	5	5	4	5	5	2.8%
Ambient	50	47	46	47	46	-2.4%
Chilled	4	4	5	5	6	10.8%
From concentrate	44	42	42	43	41	-4.4%
Not from concentrate	10	9	9	10	11	13.4%

Nectars (25–99% juice content)

Total nectars						
Total nectars	625	581	607	652	638	-2.1%
Branded	544	505	528	570	553	-3.0%
Private label	80	76	79	82	85	3.8%



AIJN Report Methodology canadean

Within the beverage industry, Canadean is recognised as the beverage information specialist and has been commissioned to produce the 2016 AIJN European Fruit Juice Market Report.

All data and analysis in the report have been produced using Canadean's in-depth Wisdom Market Analyzer database and our latest Annual Soft Drinks Market Insight and Quarterly Beverage Tracker analysis reports. The key to our methodology is that we operate in partnership with manufacturers and their suppliers, allowing our in-country experts to cross-examine and reconcile consumption volumes through the value chain.

Canadean's research is built from brand data upward. This 'brick-by-brick' approach, as well as the cross-fertilisation with other related services, ensures that our research has an internal logic that cross-checks from all angles – from brand volume through to corporate volume, flavour segmentation, packaging splits, and on and off-premise channel distribution.

During Canadean's annual and quarterly research cycles, leading producers in the fruit juice and allied industries are

regularly contacted by our dedicated in-country researchers. This on-going dialogue and regular market observation ensures that our researchers are best placed to provide insightful value-added analysis of the fruit juice and nectar industry worldwide.

All forecasts are compiled by Canadean from input from our researchers' trade interviews in each local market. This is then combined with an analysis of back data to create a longer-range momentum forecast, weighted to the most recent period. Our EU forecasts remain cautious due to the continuing economic and political uncertainties within the region but represent Canadean's latest view of the market.

Acknowledgements

Canadean would like to thank the AIJN and the European fruit juice and nectar industry for its help and support during the research process.

Definitions

Fruit juices and nectars

Juice: 100% pure fruit juice or vegetable juice with no added ingredients, except permitted minerals and vitamins for the purpose of fortification and permitted additives. Includes products from concentrate, not from concentrate, chilled, ambient, frozen concentrated juice and smoothies. Excludes carbonated juice.

Nectars: 25–99% juice content. Diluted fruit/vegetable juice and pulp to which sweetening agents (e.g. sugar, honey, syrups and/or sweeteners) need to be added for the purposes of production. Permitted minerals and vitamins for the purpose of fortification and permitted additives may be added. While juice content is required to be equal to or in excess of 25% by volume, minimum juice content varies according to the fruit in question. Includes products: from concentrate, not from concentrate, chilled, ambient and smoothies.

Smoothies: Comprise blended fruit purée and juice drinks with a thick, smooth texture, sometimes incorporating a dairy element (yogurt) and/or functional elements (e.g. aloe vera, ginkgo, ginseng).

Both chilled and ambient products can be found. Includes packaged products and products made to order in on-premise outlets. Categorized under the fruit juice and nectar category, depending on juice content and/or ingredients. Includes smoothies containing less than 50% dairy only.

Enhanced/enriched juice: Juice or nectar enriched for general or specific health benefits, with ingredients (e.g. vitamins, minerals, fibre, supplements such as co-enzyme Q10, etc) that have been isolated and added for that purpose in order to obtain a price premium.

Not from concentrate (NFC): The fruit/vegetable is squeezed in the country of origin, lightly pasteurised and frozen or aseptically packed for shipment to where it will be sold.

From concentrate (FC): The fruit/vegetable is squeezed and concentrated through evaporation of natural water content by evaporators before being frozen and shipped to the country for use and packaging. The product is then reconstituted to its original strength by addition of the same amount of water.

Freshly squeezed juice: Freshly squeezed fruit, not pasteurised, chilled with a shelf life of a few days.

Chilled juice: Relates to products that are distributed and sold via the chilled distribution chain. These products will be marketed and positioned

as chilled products and will usually be perceived by consumers as requiring chilling (although this may or may not be technically necessary).

Ambient juice: Relates to products that are distributed and marketed via an ambient distribution chain. Note, these products may be placed in chillers at the point of sale, e.g. in convenience stores because consumers prefer to purchase a chilled beverage but would not usually be perceived as needing to be chilled.

Flavour mixes: No single flavour is perceived to be dominant e.g. tropical mixes, red fruits, summer fruits, cocktail mix or multi-fruits.

Still drinks: Flavoured ready-to-drink, non-carbonated products that may be fruit or non-fruit flavoured and have a juice content of 0.0–24.9%. Sugar, artificial flavouring and colouring may be added.

Industry terms

Take home/Off premise: Volume sold for 'subsequent consumption' away from the place of purchase, comprising: modern retail (e.g. supermarkets, hypermarkets, hard discount stores, traditional retail); specialist beverage retailers; home delivery.

Impulse: Convenience stores such as 7-11; petrol/gas station outlets; small food stores with long opening hours; kiosks; vending machines.

On premise: Volume sold for 'immediate consumption' at the place of purchase, comprising: quick-service restaurants (QSR); eating drinking & accommodation (EDA) places; institutions; other on-premise e.g. cinemas, street stalls and kiosks, travel and transport, leisure (including gyms/health clubs etc); and events.

Horeca: Hotels, restaurants and catering outlets.

FJN: Fruit juices and nectars.

Plastic: Refers to PET (polyethylene terephthalate); HDPE (high-density polyethylene) and polypropylene (PP) packaging.

Notes: Totals may not add up due to rounding.

Blank/0.0 denotes data not available, or volume less than 0.05 million litres or zero.

E = estimate

Definitions are Canadean standard beverage category definitions.

Credits: Data: Canadean.

Designed and Printed in the UK by GlobalData Plc using sustainable forest paper.

About AIJN

AIJN is the representative association of the fruit juice industry in the EU. It represents the industry from the fruit processors to the packers of the consumer products. AIJN's foundation goes back to 1958. The AIJN office is situated in the heart of the Brussels European quarter.

Key AIJN Aims and Objectives

1. **Represent** the interests and promote the image of the European Fruit Juice Industry in all its contact with EU Institutions and other relevant organisations and stakeholders;
2. **Support and lobby** European Union Institutions on all aspects of policy and legislation affecting the production, marketing, sales and trade in fruit juices and nectars in the EU;
3. **Defend and promote** fruit juices as nutritious products that are an integral part of a healthy diet, through the AIJN Juice Campaign;
4. **Encourage and support**, fruit juice companies to integrate corporate social responsibility in all stages of their supply chain, through the Fruit Juice CSR Platform;
5. **Provide**, in collaboration with the European Quality Control System, mechanisms and instruments securing safe and authentic goods to maintain and increase consumer confidence in the good and healthy image of fruit and vegetable juices and nectars;
6. **Inform and advise** the fruit juice industry on all aspects of European legislation likely to affect their businesses;
7. **Liase** with national, regional and worldwide interests representing the fruit juice industry to foster and achieve overall AIJN objectives.

Membership

The AIJN membership is composed of national fruit juice associations from 16 EU Member States and from two countries that applied for EU membership. For more information on membership benefits, please visit www.aijn.org

AIJN Executive Board

President, Marjan Skotnicki-Hoogland, Managing Director, FrieslandCampina Riedel B.V., Netherlands

1st Vice-President, Jürgen Dirksen, CEO, Rynkeby Foods A/S, Denmark

Members: Thomas Mertens, Managing Director Supply Chain, Wesergold Getränkeindustrie GmbH & Co. KG, Germany; Piotr Podoba, CEO, Döhler Sp. z o.o., Poland; Wolfgang Schwald, General Manager Fruit, Processing and Sales, Rauch Fruchtsäfte GmbH & Co OG, Austria; Bruno Van Gompel, Technical Director, Coca-Cola Western Europe, Belgium; Helmut Brandstaetter, CEO Zipperle AG, Italy; José Jordão, Executive Director, Sumol+Compal SA, Portugal; Emmanuel Manichon, General Manager, Eckes-Granini, France; Javier Lorenzo, Eckes-Granini Ibérica, S.A.U.; Peter Mulrine, Chairman, Mulrines, Ireland.

National Associations - Full and Affiliated Members of AIJN

Austria: Verband der Österreichischen Fruchtsaft und Fruchtsirupindustrie

Belgium: AJUNEC

Cyprus: KEAN

Denmark: Danish Fruit Juice and Jam Industries

Finland: Juice and Preserves Industries' Association

France: Union Nationale des Producteurs de Jus de Fruits (UNIJUST)

Germany: Verband der Deutschen Fruchtsaft-Industrie e.V. (VDF)

Greece: Biofresh SA

Ireland: Irish Beverage Council

Italy: A.I.I.P.A., Conserve Italia Scarl, Federvini

Netherlands: FWS

Poland: Polish Association of Juice Producers (KUPS)

Portugal: Sumol + Compal SA

Spain: ASOZUMOS

Sweden: Swedish Juice Association

UK: British Soft Drinks Association Ltd

Serbia: Serbian Fruit Juice Producers Association (SFJPA)

Turkey: Turkish Fruit Juice Industry Association (MEYED)

In addition, there is a long list of **Observer members** that are national associations from non-European countries, individual companies who are suppliers of raw materials, packaging materials, equipment, ingredients or processing aids to the EU fruit and vegetable juices industry and/or to associations representing these suppliers. Current Observer members:





AIJN

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