

Category Report 2026

JUICE & JUICE DRINKS





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Overview



The juice category continues to evolve as consumer expectations around health, flavour and convenience change. While fruit juice remains a staple in many households, brands are increasingly exploring ways to develop products that offer additional functional benefits.

Manufacturers are introducing new ingredients and flavour combinations to appeal to health-conscious consumers. At the same time, juice drinks continue to serve a wide range of audiences, from families with children to consumers seeking convenient functional beverages.



Functional Juice Shots

Functional juice shots are one of the fastest growing segments within the juice category. The format offers a convenient way for consumers to consume ingredients associated with health and wellbeing.

Brands are combining fruit juices with ingredients such as ginger, turmeric and botanicals to create products positioned around immune support, digestive health and energy.

Launch activity in this area continues to accelerate. Around **30%** of shots launched between February 2021 and January 2026 were introduced in the 12 months leading up to January 2026, highlighting the strong growth of this format.



Seven shots for normal formation of collagen
Sainsbury's Collagen x7 Daily Raw Shots blend watermelon, apple, raspberry, pomegranate, beetroot, ginger and collagen. One shot provides 100% of the recommended daily amount of vitamin C and zinc. The bottle provides seven shots (UK).

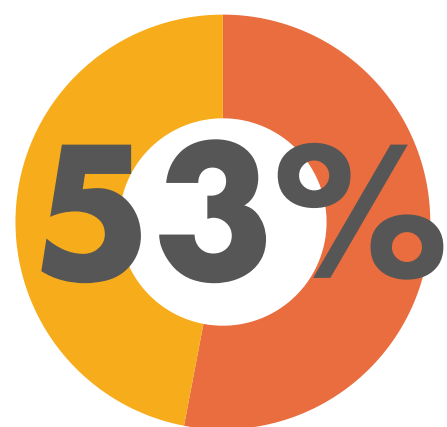




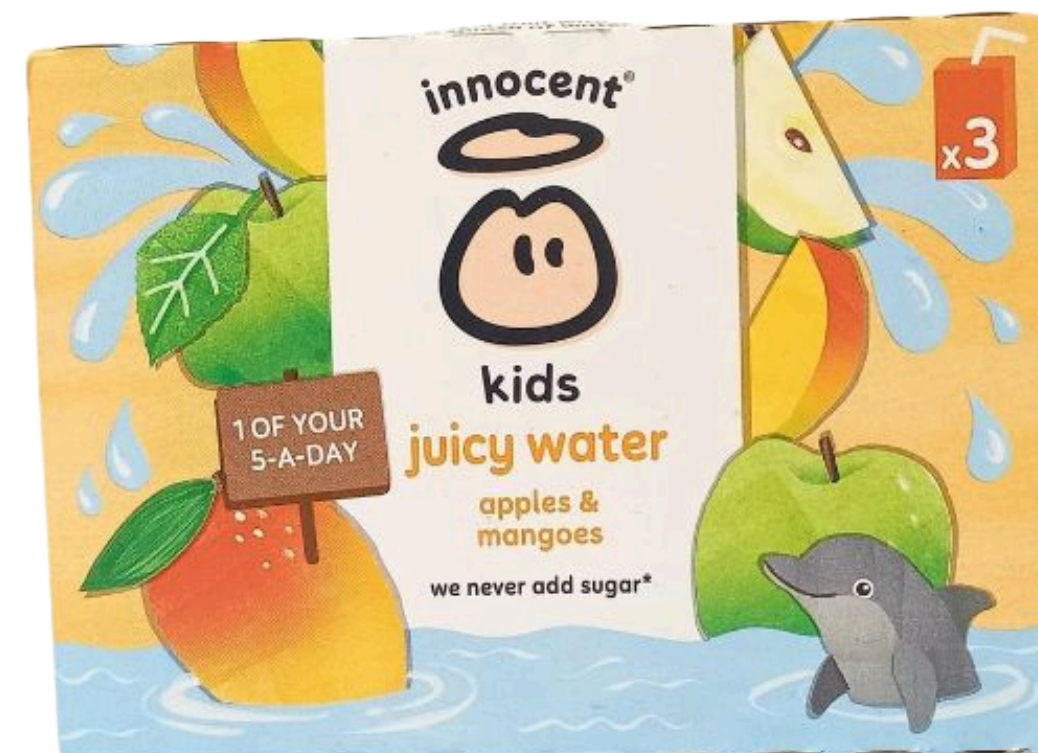
Juice for Children

Juice drinks remain an important part of household purchasing, especially for families with children. They feature widely across European households and support everyday occasions like breakfasts and lunchboxes. As tastes develop, younger children tend to prefer simple, familiar flavours such as strawberry or peach-blueberry, while older kids are increasingly drawn to more adventurous blends like red apple, pineapple, blackcurrant and passionfruit.

For manufacturers, this creates opportunities to balance kid-friendly familiarity with playful flavour combinations that still reassure parents on naturalness and suitability.



Of UK adults who have children aged 0-15 buy juice drinks for their youngest child



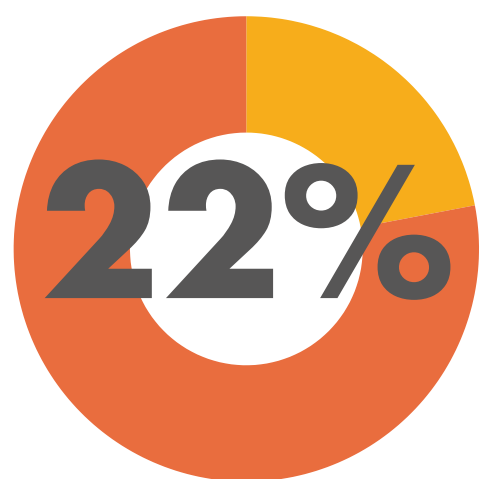
Innocent Kids Apples & Mangoes Juicy Water is a blend of real fruit and water with added vitamin C and natural flavours. The product is said to be 'perfect for lunchboxes' (UK).



Fortification and Functional Ingredients

Fortification is becoming increasingly visible within the juice category as brands look to position products around health and nutrition.

Interest in energy-supporting drinks is also emerging in some markets. In India, **42%** of juice drinkers say they would be willing to pay more for caffeinated juice drinks, suggesting opportunities for innovation within this space.



Of juice launches in the n the Middle East 12 months to January 2026 included vitamin or mineral fortification claims, reflecting growing interest in functional beverages.



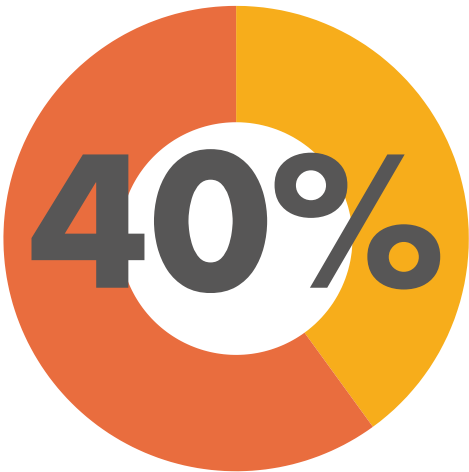


Flavour Innovation in Juice

Flavour innovation remains an important driver of product development in the juice category. Alongside traditional fruit profiles, brands are exploring more complex combinations to create new drinking experiences.

Ingredients such as ginger, turmeric and citrus are used to complement functional positioning while maintaining an appealing taste.

In Australia, brands are also experimenting with blends that combine coconut water with fruit juices to deliver lighter, refreshing beverage concepts.



40% of Brazilian juice drinkers want more native fruit flavours on shelf



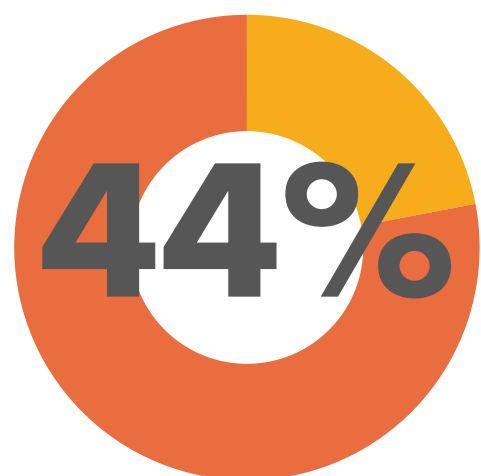


Sustainability and Supply Considerations

Environmental concerns are becoming more visible within the juice industry, particularly in relation to fruit sourcing and agricultural production.

Climate change has raised concerns around potential fruit shortages and the long-term stability of supply chains.

In the United States, many juice consumers are increasingly considering how climate change affects juice production, reflecting a growing awareness of sustainability within the category.



Of US juice drinkers think about climate change's impact on juice





NPD - On The Shelves



Bison Coconut Pineapple Protein Coconut Water offers 20g of protein per can, electrolytes, collagen peptides and amino acids. The low-sugar drink is said to be big on strength and small on impact (Australia).



Isle Organic Sparkling Lychee Organic Coconut Water is described as coconut water blended with delicious tropical fruit juices (Australia).



Raw C Pure Coconut Water Infused with Pistachio and White Chocolate is inspired by the pistachio spread Pistachio Papi. The limited-edition flavoured drink is said to offer hydration and energy (Australia).



Sol-ti SuperShot Ginger Living Beverage is said to use a patented UV light filtered liquid manufacturing process, which uses light rays to 'preserve our liquid vitality' (US).



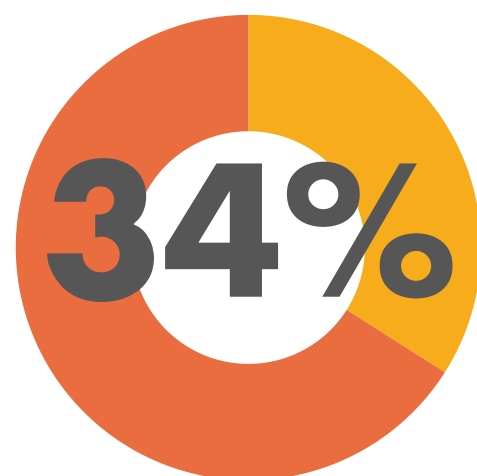
Emerging Flavour Trends

Consumer demand is shifting toward functional, natural flavours, with strong growth in botanicals and exotic fruits. Immunity-linked citrus, tropical notes and wellness-driven profiles continue to rise. Key emerging flavours include:

- Ginseng
- Lemongrass
- Camu camu
- Alphonso mango

All reflecting a move toward flavour-plus-function beverages.

These trends create clear opportunities for Lionel Hitchen's citrus, botanical and tropical capabilities to support next-generation juice innovation.



Of French consumers say nostalgic flavours make a product feel more indulgent, highlighting the emotional pull of emerging flavour trends.





Lionel Hitchen Natural Flavours for Juice



Tahiti Lime Flavour



Lemon Flavour



Ginger Flavour



HiFruit Pineapple



Blood Orange Washing



Orange Washing



HiFruit Mango



HiFruit Raspberry



HiFruit Strawberry

A curated selection of flavours, our water-soluble range is perfect for juice and juice drink applications, delivering clean, consistent and vibrant taste in every formulation.



Lionel Hitchen Natural Flavours for Juice

We offer a versatile range of Naturally Fabulous flavours for juice and juice drink applications, from bright citrus to tropical profiles. Designed for clean, consistent taste, our solutions support everything from refreshing blends to functional shots and everyday beverages.

HiPer is a high-impact flavour booster that enhances brightness and citrus definition, restoring fresh, zesty notes often lost during processing. It delivers strong flavour impact at low dosage, making it ideal for low-juice and reduced-sugar formulations while maintaining clarity and consistency.

HiFresh delivers true-to-fruit authenticity and depth, combining juicy pulp notes with natural peel nuances for a rounded, full-bodied profile. It is ideal for premium juices, NFC and cloudy applications where a more natural taste is key.

Start the conversation today to explore the right flavour solutions for your next beverage.





How Lionel Hitchen Helps Brands Innovate

Brands looking to enhance flavour impact in juice and beverage applications can benefit from using concentrated natural extracts rather than juice alone. By creating extracts from oils derived solely from the fruit, it is possible to deliver a profile close to fresh juice while unlocking meaningful formulation advantages.

Why Use Natural Extracts?

- Higher concentration for stronger flavour delivery.
- Lower usage levels, helping manage production costs.
- Improved stability, supporting shelf life and heat-processing performance.
- Cost efficiency, reducing dependence on fluctuating juice supply chains.

What This Means for Brands

Our natural citrus, tropical, botanical and spice extracts allow manufacturers to achieve bright, authentic flavour profiles with greater control and flexibility. Whether supporting functional juice shots, premium blends or everyday juice drinks, we help brands deliver consistent, high-impact flavour while optimising cost and technical performance.

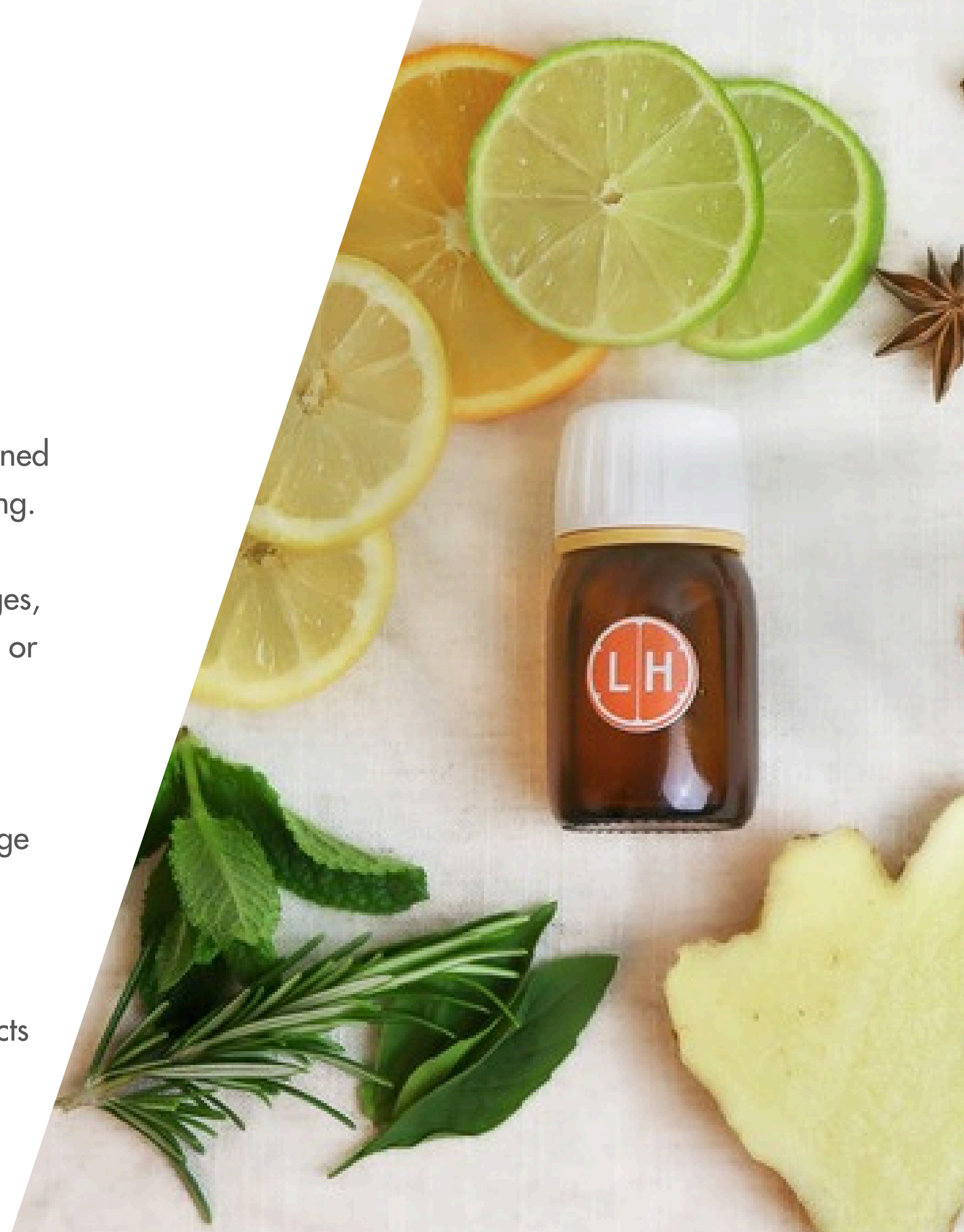




How Lionel Hitchen Can Help

We combine our flavour expertise with technical insight to help beverage brands create juice and juice-based drinks that stand out in a competitive market.

- **Flavour Impact:** A broad portfolio of natural flavour ingredients designed to build distinctive, full-bodied profiles that stay true through processing.
- **Functional Performance:** Solutions engineered to support key challenges, whether improving cost-efficiency, optimising a premium formulation, or ensuring flavour stability across formats.
- **Application Versatility:** From functional juice shots to everyday juice drinks, our flavours deliver clean, consistent results across a wide range of beverage applications.
- **Technical Partnership:** Our team works closely with manufacturers to navigate formulation hurdles and develop commercially viable products without compromising sensory quality.





At Lionel Hitchen, we understand the importance of staying ahead of the curve in the ever-evolving food and beverage industry. With our expertise in flavour innovation, we are committed to helping your business thrive in this dynamic landscape. Our range of Naturally Fabulous flavours and flavour ingredients are designed to cater to the latest trends and consumer demands.

Whether you are looking to develop new products, enhance existing ones, or create unique flavour profiles, our team of experts is here to guide you every step of the way.

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