

FIVE
REASONS
WHY

LOW JUICE

1

COST EFFICIENT

With rising raw material prices low juice drinks – up to 20% juice – offer a cost-effective solution.

They reduce production costs and allow for competitive pricing without compromising on taste or quality.



2

HEALTH CONSCIOUS

Consumers are cutting back on sugar.

Low juice drinks can be formulated with less sugar, making them a healthier, lighter alternative to pure juice – perfect for kids, teens, and adults alike.

3

BIG MARKET BROAD APPEAL

From lunchboxes to office desks, low juice drinks fit into multiple lifestyles and occasions.

Their smooth mouth-feel and fruity taste make them enjoyable for a wide audience.



4

ALL-DAY HYDRATION

Low juice drinks are lighter, more drinkable, and great for hydration all day long.



5

INNOVATION PLAYGROUND

Less reliance on pure juice opens the door to creative flavour creations – botanicals, herbs, exotic fruits, and functional ingredients like vitamins.

This keeps the category fresh, trendy, and responsive to consumer demands for novelty.

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