

Discover your *edge*

Tuesday, 18 November 2014

Australians put the squeeze on fruit juice brands

Over 1.5 million fewer Australians 14+ are drinking packaged fruit juice in an average week compared with 2010, new data from Roy Morgan Research shows. The number of us drinking juice in an average week has fallen four years in a row, from 8.6 million in the year to June 2010 (48%) to just over 7 million (37%) today.

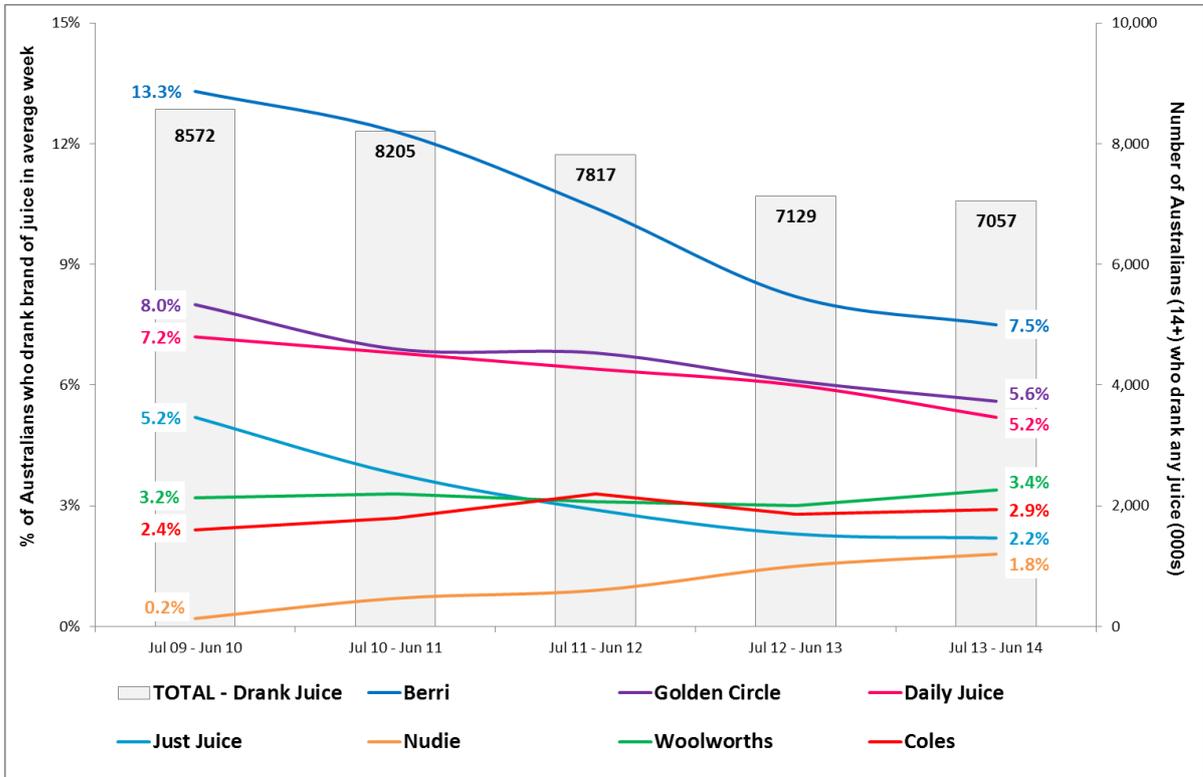
Although the top three brands remain the same—and in the same order—compared with 2011, all are now consumed by fewer people each week: Berri (now drunk by 7.5% of Australians, down from 13.3%); Golden Circle (5.6%, down from 8.0%), and Daily Juice (5.2%, down from 7.2%).

As is the case with many food and beverage categories, the home brands of the two supermarket giants Coles and Woolworths have become more popular—with each overtaking Just Juice. 3.4% of Australians now drink one of Woolworths' in-store varieties in an average week (up from 3.2% in 2010) and 2.9% drink Coles-brand juice (up from 2.4%).

Nudie is one of the few brands that more of us drink now (1.8%) than four years ago (0.2%).

FOR IMMEDIATE RELEASE

Australians drinking Top 7 fruit juice/drink brands in average week



Source: Roy Morgan Single Source, July 2009–June 2014, average annual sample =18,912 Australians 14+.

Angela Smith, Group Account Director – Consumer Products, Roy Morgan Research, says:

“Different juice drink brands appeal to different consumers, however Berri’s lead is consistent across all of our Helix Personas communities.

“But among those brands in a close race, there is some variation in which types of people prefer which: Metrotechs are the most likely to drink Nudie, Battlers the most likely to drink Woolworths’ homebrand, and Leading Lifestyles the most likely to drink Daily Juice.

“It is notable that despite the popularity of packaged juice being clearly on the decline, the proportion of Australians now with a juice extractor in the home (26.4%) is virtually unchanged compared with 2010. Of course, whether or not they use them regularly is a whole other story!”

To understand how to communicate with Australian juice-drinkers and juice brand consumers, contact:

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Related research findings

View our extensive range of [Juice Drinker](#) profiles. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2