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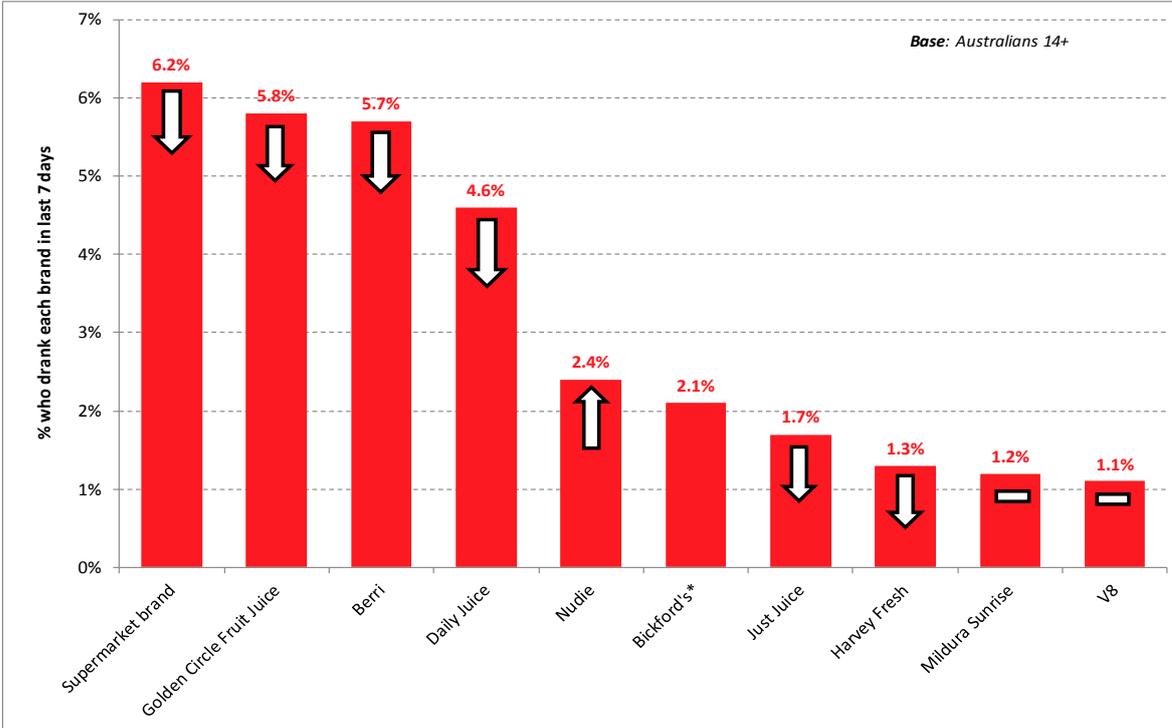
# Fruit juice brands fighting for shrinking market (except for trend-buster Nudie)

Consumption of packaged fruit juice in Australia has been in freefall in recent years, with the latest findings from Roy Morgan Research showing that the number of Aussies who drink it in an average week has plummeted by 1.3 million people since 2012. So who's still drinking juice and which brands are doing well in this shrinking market? And where do juice bars fit in? Read on...

Back in June 2012, 6.6 million Australians aged 14 or older (35.2% of the population) reported drinking packaged fruit juice in any given seven days, consuming an average of 4.6 glasses each. Fast forward to June 2016, and that figure had fallen to 5.3 million people (26.9%) drinking an average 4.3 glasses each: fewer people drinking fewer glasses.

If we group all supermarket-branded juices together, they come out on top, more widely consumed than any of the big names. Some 6.2% of the population drink them per week, narrowly ahead of Aussie institutions Golden Circle (5.8%) and Berri (5.7%). Daily Juice and Nudie complete the top five. However, only one of this juicy quintet has gained popularity since 2012: Nudie, which has seen its weekly consumption almost triple from 0.9% to 2.4% of the population.

Australia's 10 most widely consumed fruit juices/drinks in average week



Source: Roy Morgan Single Source (Australia), July 2015-June 2016, n=14,956. \*NB: Bickford's from January 2016.

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Men (27.6%) are slightly more likely than women (26.3%) to consume packaged fruit juice, with young people of both genders being the most avid consumers. Among men, consumption peaks among 18-24 year-olds (34.6%), while the 65+ bracket is least likely to drink it (25.5%). Among women, 38.8% of girls aged 14-17 consume fruit juice/drinks in an average seven days, putting them well ahead of other age groups – particularly women aged 65 or older, 19.9% of whom partake.

Not surprisingly, supermarkets are the most common place for buying packaged fruit juice: just over 5.2 million Australians purchase it there in an average four-week period (although this figure, too, has declined from 5.6 million). In contrast, there has been a slight increase in juice-bar purchasers. Just over 1.8 million people agree that ‘I often buy drinks from juice bars’, up from just under 1.6 million.

### *The juice bar mentality*

While Australia’s declining taste for packaged fruit juices is widely understood to be driven by growing awareness of the sugar contained in these beverages, Roy Morgan data suggests that juice from juice-bars does not have this stigma attached to it.

On the contrary: people who ‘often buy drinks from juice bars’ are markedly more likely than the average Australian to be concerned about their health, nutrition and weight. Compared with the population average, juice-bar customers are:

- 119% more likely to ‘look for drinks with added ingredients that are good for my body’
- 104% more likely to agree that ‘the food I eat is all, or almost all, vegetarian’
- 96% more likely to ‘buy drinks that boost my energy’
- 91% more likely to ‘avoid dairy foods whenever possible’
- 54% more likely to ‘try to avoid drinks that contain caffeine’
- 33% more likely to ‘favour natural medicines and health products’
- 21% more likely to agree ‘I’m constantly watching my weight’
- 20% more likely to ‘always think of the number of calories in the food I’m eating’

Unlike packaged-juice drinkers, consumers of fruit-bar juices are more likely to be women than men. (It should be noted that women are also more likely to agree with most of the attitude statements above.)

### **Norman Morris, Industry Communications Director, Roy Morgan Research, says:**

*“It’s rare that a day goes by without a news story about how much sugar Australians consume, often ‘hidden’ in food and drink generally believed to be healthy. Packaged fruit juice is one product that has attracted a lot of negative press for this reason – which almost certainly explains why fewer Aussies are drinking it now than they were back in 2012. People are also turning away from soft drinks for the same reason.*

*“Obviously, this shrinking market is a concern for fruit juice brands. As the latest data from Roy Morgan shows, only one of the 10 most popular brands—Nudie—has gained*

*drinkers since 2012. Tellingly, Nudie has always set itself apart from the other major brands by emphasising its healthy qualities and lack of additives and preservatives.*

*“As mentioned, young people are more likely than older Australians to drink packaged fruit juice and, in good news for brands, they’re also more likely to choose name-brands over supermarket options. In fact, Golden Circle, Daily Juice and Berri are all more popular with Aussies under 25 years than home brand fruit juice.*

*“There is also a discernible state-based loyalty when it comes to fruit-juice consumption: for example, Harvey Fresh is dramatically more popular in its home state Western Australia than any other brand, while Golden Circle and Berri trounce the competition in their respective states of origin, Queensland and South Australia.*

*“However, brands wishing to remain competitive in this changing market need to understand consumers from more than simply a demographic perspective. Being aware of their attitudes towards health and non-alcoholic beverages, for example, is essential to devise an effective marketing strategy – perhaps even winning back some customers from juice bars in the process! With the help of Roy Morgan Single Source data, juice manufacturers can be sure they’ve got all the facts they need for future success...”*

**For comments or more information about Roy Morgan Research’s consumer products and beverages data, please contact:**

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#### **Related research findings**

View our extensive range of [Non-Alcoholic Drinks profiles](#), including [Fruit Juice and Drinks profiles](#) such as the [Berri Drinker profile](#) and the [Nudie Drinker profile](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made 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 Indonesia, 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

**Roy Morgan Research Ltd.** A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001

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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