

The Grocer

Focus On: Juices & Smoothies

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An influx of challengers is changing the face of juices and smoothies. And while these disruptors aren't going anywhere any time soon, the traditional category leaders are stepping up. Although it has lost sales, one brand has slowed down its rate of losses. Meanwhile, another brand has bounced back into the black as its production facility got up to speed. How are legacy brands responding to challenges – both from smaller brands and from changing trends?

- Who are the dominant brands in the category?
- How have they performed? Are some seeing a turnaround from harder times?
- What are they doing to bounce back?

The old guard

- Who has been around long in juices and smoothies?
- How has the old guard changed with the times? Historic examples would be interesting.
- Are these legacy brand reformulating?
- Where does NPD fit in the picture?

Juice with fizz

- How have sparkling juices helped the category grow, even as juice gets more expensive?
- What role has the canned format played?
- Which brands are innovating in this area?
- What are the challenger brands doing? Which ones continue to grow?

Challenging conditions

- How have orange harvests and other critical fruit harvests affected the category?
- What about US tariffs?
- What other external challenges do producers face in 2026?
- How might the looming sugar tax affect the category?

Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.