fruit juice FOCUS

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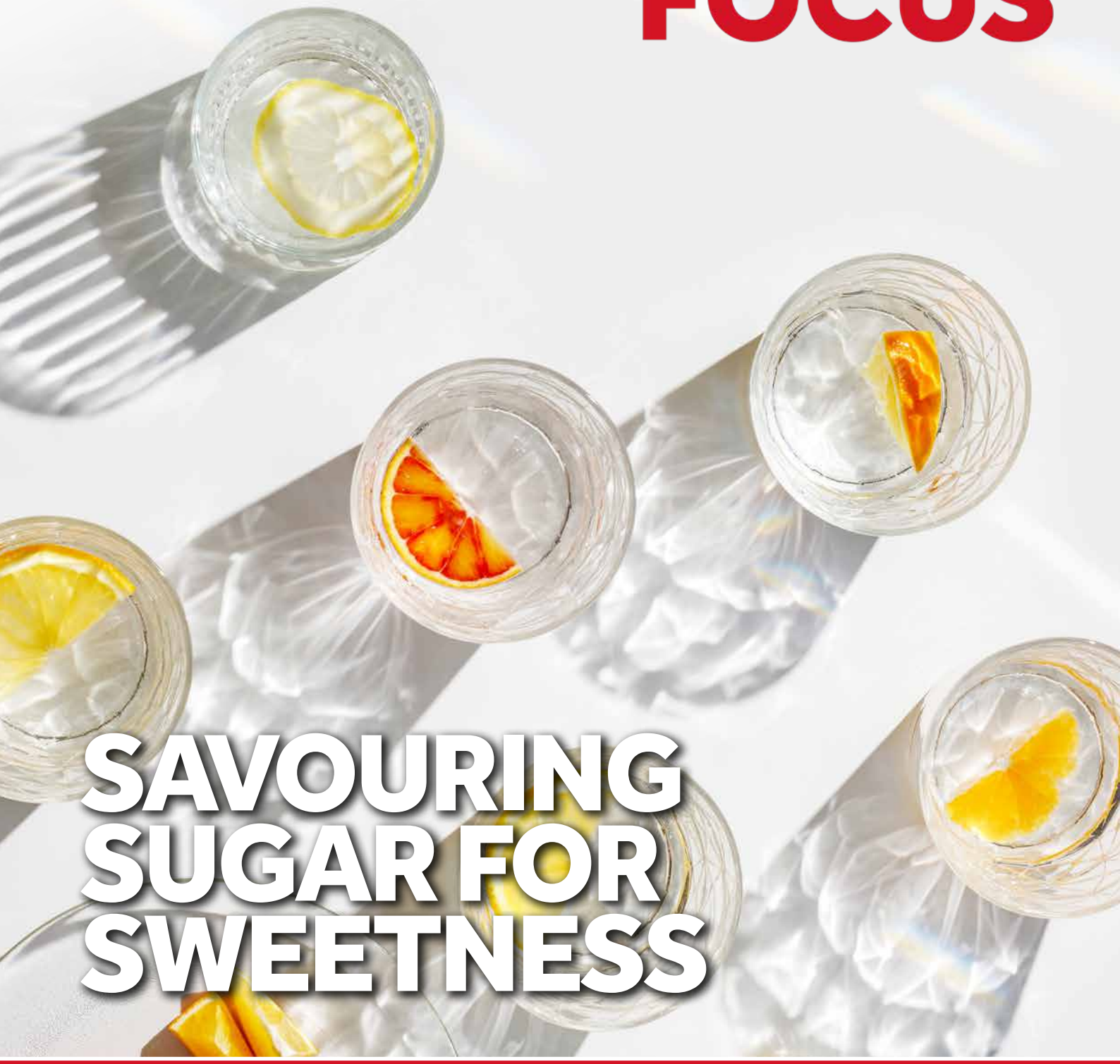

SAVOURING SUGAR FOR SWEETNESS

Global lemon juice market overview

CONTENTS

fruit juice FOCUS

Innovation push for lower sugar juices

Welcome to the May/June issue of *Fruit Juice Focus*. The industry is investing in reformulation technology to address sugar concerns whilst trying to maintain juice's 'natural' positioning. This month's edition addresses *sugar, juice, and the loophole everyone pretends not to see* in relation to beverages for children.

Investors are backing premium health-positioned juice brands, especially those linked to organic, cold-pressed, or wellness categories. Cold-pressed and organic juices often sell at significantly higher price points than conventional juices. Investors like the category because premium positioning supports higher margins.

The fruit juice sector is expected to see steady demand but mixed pressures from costs, supply conditions. Global demand for fruit juice continues to grow gradually rather than explosively. Fruit supply is volatile, with climate change, disease, and crop variability affecting fruit yields.

We hope you enjoy this month's magazine.

Emma Preston, Editor, *Fruit Juice Focus*

If you have any comments or feature suggestions for future editions please contact me at emma@fruitjuicefocus.com

From the publishers of: Juice Market

The global lemon juice market in 2025/26

Supply constraints, record demand and what the year ahead holds

Argentina accounts for over 60% of global lemon juice processing capacity. The Southern Hemisphere harvest window (April–September) has become critical infrastructure for global juice supply.

Written by **Raj Sandhu,** Managing Director, *03 Foods*

Going into 2026, the lemon juice market is in genuinely tight territory. Carryover stocks are close to zero, demand has hit records back-to-back, and crop shortfalls have hit the Northern Hemisphere's three main producing regions at the same time. Spot prices for lemon juice concentrate (400 GPL) are sitting at USD4.50–4.60 per kilogram. Below is my view on what got us here and what buyers and processors should be thinking about for the rest of the year.

Demand: Structural growth across all regions

Argentine lemon juice exports came in at 100,945 tonnes in 2025, matching the 2024 record and tracking a CAGR of 8.3% since 2017. Europe remains the top destination at 50,247 tonnes (CAGR 8.9%), with North America at 29,593 tonnes (CAGR 4.7%) and Asia at 10,716 tonnes (CAGR 11.2%). The Middle East is the fastest-growing market at a 16% CAGR, beverage, food manufacturing and foodservice are all pulling in the same direction there.

2025/26 at a glance

- ***Global lemon production:*** -8.5% vs prior season; -14.5% vs 2023/24 peak
- ***Argentina lemon juice exports (2025):*** 100,945 tonnes - second consecutive record year
- ***Argentine carryover stocks entering new crop:*** ~8,962 tonnes (vs 27,108 tonnes in 2023)
- ***Spot price lemon juice concentrate (400 GPL):*** USD3.30–3.50/kg
- ***Turkey:*** -35%; ***Spain:*** -15 to -18%; ***EU total lemon output:*** -12%

> Global lemon processing has grown at a 4.2% CAGR since 2017

Lemon juice concentrate (400 GPL). Global exports reached 100,945 tonnes in 2025 – a second consecutive record year. Spot prices currently at USD3.30–3.50/kg, supported by near-zero carryover inventory entering the 2026 crop season.

The inventory picture is where it really gets uncomfortable. In 2024, sales of 109,551 tonnes ran nearly 20,000 tonnes ahead of production at 91,405 tonnes, pulling Argentine carryover stocks down from 27,108 tonnes to just 8,962 tonnes. With the April 2026 crop season now starting, there is virtually no buffer in the system. Buyers who have historically left procurement to spot markets will find there is no slack to absorb.

Global lemon processing has grown at a 4.2% CAGR since 2017, reaching roughly 2.54 million tonnes in 2025/26, though that number is being dragged down by Northern Hemisphere shortfalls from a 2024/25 peak of 2.64 million tonnes. Argentina alone accounts for around 1.5 million tonnes annually. That kind of concentration in a single country's harvest is both what makes the market work at scale, and what makes it vulnerable when conditions turn.

European Union: Spain, Italy and Greece

Spain's 2025/26 citrus harvest is forecast at 5.44 million tonnes, down 10.7% on the year and the lowest output in 16 years. Lemon production alone is estimated at 866,000–1,027,000 tonnes, a 15–18% drop. The causes piled on top of each other: March rains brought flower rot, June temperatures ran 2.7°C above the historical average and triggered fruit drop, January frosts hit Murcia and Prays citri moth pressure added more losses on top of that. Planted area is holding steady at around 50,000 hectares but yields per hectare have fallen sharply, pushing up cost per kilogram and squeezing processor margins. Industry body AILIMPO has confirmed this is the fourth consecutive season below 6 million tonnes total citrus output they're explicitly attributing it to climate change as a structural constraint, not just a bad run of weather.

Italy is also down for 2025/26, fewer fruits per tree, though calibre has improved a little. Greece is broadly flat with some regional variation. Taken together, the EU lemon crop is off around 12%, and the bloc simply cannot supply its own processing sector the way it used to. That demand has to go somewhere, and Southern Hemisphere origins are picking it up.

Turkey: Severe weather, structural reliability questions

Turkey's 2025/26 lemon crop is forecast at around 1.1 million tonnes, down 35–36% from 1.73 million tonnes the previous season. That follows a decline from 2.3 million tonnes in 2022/23. To put it plainly: Turkey has lost more than half its lemon output in two seasons.

This season's damage came in waves. Temperatures in the Cukurova valley near Adana dropped to -8°C in late February, wiping out blossoms. A second frost came in April. Then in August the region recorded 47°C its hottest day in 95 years. Individual growers were reporting losses of up to 40%. Turkey's Ministry of Trade stepped in with a temporary export suspension in April 2025 to protect domestic supply.

Turkey has historically been a dependable Northern Hemisphere supplier to European, Russian and Middle Eastern buyers from October through April. That reliability is now in question. Export volumes for 2025/26 are expected around 350,000 tonnes, well below prior seasons. And the Ministry's April 2025 export suspension – temporary or not – tells you something important: when crops fail, domestic supply comes first. Buyers who have been treating Turkish origin as a fixed allocation in their annual plan need to revisit that assumption. The gap has to be filled somehow, and suppliers with contracted Southern Hemisphere volume or alternative Northern Hemisphere origins are going to matter more going forward.

South America: Argentina and Uruguay

Argentina handles over 60% of global lemon juice supply. The 2025/26 global production forecast is down 8.5% on the prior season and 14.5% below the 2023/24 peak. Within Argentina, Tucumán, the country's main growing province, has seen productive hectares fall from around 50,000 to approximately 30,800, with 9,300 hectares now classified as abandoned. Salta and Jujuy are contributing an estimated 250,000 tonnes in 2025, which provides some offset, but the longer-term picture

> Turkey has lost more than half its lemon output in two seasons

Global lemon supply 2025/26 production is down by 8.5% globally; Turkey -36%, Spain -15 to 18%. The season is concentrated in a small number of origins — weather shocks in any one region now have immediate pricing consequences worldwide.

of orchard attrition in the core region is something the market will need to reckon with.

The more pressing issue right now is the carryover position. The 2025 crop was comparable to 2024 in total processing volume but gave lower juice yields per tonne of fruit so available concentrate was tighter than the raw tonnage suggested. With new-season exports running around 5% ahead of the prior year through June–December 2025, supply is being drawn down faster than it's building up. Argentina enters the April 2026 new crop with almost nothing in reserve.

Uruguay plays a smaller but complementary role. For Northern Hemisphere buyers who can no longer rely on Mediterranean or domestic supply in the volumes they once could, the April–September Southern Hemisphere harvest window has become the primary lifeline.

North America: United States and Mexico

The US 2025/26 lemon crop is forecast at around 1.12 million tonnes (USDA, April 2026), roughly flat year-on-year. California produces the bulk of it, but the US is primarily a fresh market, it's an importer of concentrate, not a processing origin. That import role got complicated by the 2025 tariff measures: 30% on South African lemons, 10% on produce from Chile, Peru and Uruguay. Those tariffs redirected Southern Hemisphere flows toward Europe and Asia, tightening what was available to North American buyers and adding volatility to an already difficult procurement environment.

Mexico's 2025/26 lemon and lime crop is forecast at 3.3 million tonnes, up 3% on the year. The catch is that Mexican production is dominated by Persian and Key limes rather than Eureka or Fino varieties, so its direct contribution to lemon juice concentrate supply is limited. Heavy rainfall in 2025 also reduced fruit size and commercial yield, taking some of the shine off the volume growth. That said, Mexico's scale, year-round availability and proximity to North American demand still make it a relevant origin for lime-based ingredients and for buyers looking to diversify across the wider citrus category.

Table 1. Regional supply summary — 2025/26 season

Region	Crop 25/26	Primary driver	Market impact
EU (Spain / Italy / Greece)	*-12 to -18%*	*Weather, pests, climate change*	*Tightest crop in 16 years*
Turkey	*-35 to -36%*	*Frost, hail, record heatwave*	*Export suspension; slow recovery*
South America (Argentina / Uruguay)	*Near-zero carry*	*Record demand depleted stocks*	*USD 3.30–3.50/kg; bullish*
South Africa	*Growing*	*Filling N. Hemisphere gaps*	*Expanding EU and Asia share*
North America (USA / Mexico)	*USA ~flat; Mexico +3%*	*Tariff disruption; rain quality issues*	*Diversification in progress*

South Africa: Growing role in global supply

South Africa has moved quickly to fill the gaps left by reduced Northern Hemisphere output. In 2025, while Argentine exporters were redirecting volumes toward Europe and Russia, South Africa was quietly expanding its share in both regions as well as in Asia. USDA projections expect that growth in South African lemon export volumes to continue through 2025/26. The counter-seasonal harvest window aligns with Argentina's, and South Africa offers both fresh and processed product. Processing capacity is still more modest than Argentina's, but as a fresh lemon supplier to premium European markets, South Africa has built real credibility over the past few seasons. The trade infrastructure and certifications have improved considerably. For buyers who want to reduce exposure to any single origin, South Africa is no longer just an alternative.

Outlook: Key themes for the remainder of 2026

Pricing will remain firm
With spot at USD3.30–3.50/kg and carryover near zero heading into the new Southern Hemisphere crop, there is no obvious reason for prices to soften. A strong Argentine harvest from April onward could ease things a little on a seasonal basis, but demand has outpaced production for two consecutive years. That kind of deficit doesn't get resolved in a single season.

Supply diversification is accelerating
Simultaneous crop failures in Turkey and Spain, on top of Argentine stocks at historic lows, have made the risks of single-origin dependence very concrete. Buyers are spreading across South America, South Africa and, where it makes sense, North American origins.

Climate risk
Frost in February, record heat in August, floods in between, this pattern across Mediterranean and Middle Eastern lemon regions has repeated itself often enough now that it needs to be treated as a baseline assumption and manage the risk.

Forward contracting is essential
In a market running on near-zero carryover with demand still growing, spot procurement is a risk most buyers can't comfortably carry. Those with contracted programmes, particularly covering Southern Hemisphere origins across the April–September window, are in a materially better position. The window to lock in 2026/27 volumes at current prices may be narrower than it looks.

The 2025/26 lemon juice market is tight on every front simultaneously, demand strong, stocks depleted, Northern Hemisphere crops down across the board. The next Southern Hemisphere harvest will tell us how quickly, or slowly, things rebalance. Until it does, pricing stays firm and the buyers who will manage best are the ones who built supply chain resilience before the shortage hit, not after.

About the Author
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Latest juice industry news...

EUROPE

Germany to impose levy on sugary drinks in bid to reduce obesity

From 2028 Germany plans to impose a levy on sugary drinks, under a healthcare reform package approved last month. It aims to reduce rising obesity rates and ease pressure on the health care system. The expected annual revenue of 450 million EUR (USD527 million) from the surcharge will fund disease prevention and health promotion schemes. The German sugar industry lobby on Wednesday condemned the plan, saying more expensive sugar had not reduced the proportion of overweight people in any country. The move is in line with recommendations by the World Health Organization, which has urged countries to raise prices of sugary drinks, alcohol and tobacco by 50% over the next 10 years through taxation. A Forsa survey published in February showed around 60% of Germans support a levy on sugary soft drinks. The German government proposal, which requires widely expected confirmation by parliament, follows mounting public and cross-party support for stricter measures against excessive sugar consumption.

www.reuters.com

USA

Suja Life sets terms for USD200 million IPO

Suja Life, founded in 2012, cold-pressed juices and soft drinks producer has announced terms for its IPO. The CA-based company plans to raise USD200 million by offering 8.9 million shares (2% secondary) at a price range of USD21 to USD24.

Suja Life is a beverage platform focused on functional and health-oriented drinks. Their products span drinks positioned around nutrition and immunity support, with distribution supported by a vertically integrated cold-pressed beverage manufacturing facility in North America.

It plans to list on the Nasdaq, with Goldman Sachs, Jefferies, William Blair, BofA Securities, and Evercore ISI the joint bookrunners on the deal.

www.renaissancecapital.com

USA

SK Capital acquires Brothers International

SK Capital Partners ("SK Capital"), a New York-based private investment firm focused on the specialty ingredients, material sciences and life sciences sectors, today announced that its affiliates have completed the acquisition of Brothers International Food Holdings ("Brothers" or the "Company"), a leading global provider of natural fruit ingredients and products for the food and beverage industry, from Benford Capital Partners.

SK Capital has taken a controlling stake in Brothers in partnership alongside founder Travis Betters, who will continue to serve as President and CEO and retain significant ownership in the Company. Mr. Betters founded Brothers in 2001, and together with a strong management team, has built the Company into a scaled, full-service provider of hard-to-source natural fruit ingredients and products, connecting a global network of growers, processors and manufacturers across all food and beverage channels.

Headquartered in Rochester, New York, Brothers specializes in supplying tropical and exotic fruit concentrates and purees from more than thirty countries of origin. The Company serves as a key link in the global fruit ingredient supply chain, providing integrated sourcing, distribution, and value-added development solutions. Brothers partners closely with customers to navigate the inherent complexity of fruit ingredients, including perishability, regulatory compliance, seasonality, and the need for consistent quality. In addition, Brothers offers better-for-you freeze-dried snacks through its subsidiary Brothers All Natural, with a growing portfolio of private label and branded products serving leading retailers.

Jack Norris, a Managing Director of SK Capital, stated, "We are highly impressed with the platform Travis and his team have built and are excited to support the Company's next phase of growth. Brothers plays a critical role in the fruit ingredient supply chain, delivering integrated, end-to-end solutions spanning global sourcing, logistics, quality assurance, distribution, and value-added product development expertise. The Company is well-positioned to continue expanding its capabilities, benefiting from strong, long-term demand for natural and clean label ingredients."

Mr. Betters added, "SK Capital's deep experience in food ingredients and strong track record of partnering with management teams make them an ideal partner for Brothers. We look forward to building on our established foundation and executing on our shared vision for growth. Since our founding, our mission has been to be the fruit ingredient partner of choice to the industry. We are proud to deliver reliable, high-quality ingredients that help customers simplify complex global supply chains, and we are excited to further strengthen our position as a trusted partner to both customers and suppliers."

Rob Abrams, a Principal at SK Capital, added, "Brothers has established itself as a leading platform in the global fruit ingredients market, with a strong track record of growth that includes three acquisitions over the past four years. We look forward to supporting the Company's continued expansion, both organically and through strategic add-on acquisitions."

Alantra served as financial advisor and King & Spalding acted as legal counsel to SK Capital. Committed debt financing was provided by Bain Capital. Harris Williams and DLA Piper acted as financial advisor and legal counsel, respectively, to Brothers International.

Press Release, skcapitalpartners.com

USA

Capri Sun unveils 'Hydrate,' one of the first-to-market drinks with electrolytes designed just for kids

Capri Sun, the iconic brand that helps unleash peak kid with every poke, is expanding its portfolio with Capri Sun Hydrate – one of the first-to-market drinks with electrolytes designed specifically for kids. Rolling out to major retailers nationwide, Capri Sun Hydrate delivers an essential blend of electrolytes and Vitamin E, with 50% less sugar than the leading regular sports drinks and no artificial flavours, colours or preservatives. Available in three thirst-quenching flavours – Fruit Punch, Tropical Punch and all-new Lemon Lime, Capri Sun Hydrate is designed to support kids' hydration from little league sports to outdoor play and fits seamlessly into the everyday rhythms of today's families.

As parents increasingly look for hydrating, lower-sugar beverage options for their kids, current offerings are aimed at adults and either don't taste great to kids, are too high in sugar or contain artificial ingredients. Capri Sun Hydrate is designed to answer those frustrations, bringing together what families have been missing in the aisle: a flavourful, kid-friendly hydration option that delivers the functional benefits parents want without compromising on the taste kids love. Launching just in time for summer, Capri Sun Hydrate arrives at a moment when demand for lower-sugar beverages with benefits is surging.

"Today's parents are looking for beverage options that keep up with their kids' active lifestyles, without the sugar and extra ingredients they don't feel good about serving," said Kristina Hannant, Director, Ready to Drink Marketing. "With Capri Sun Hydrate, we saw an opportunity to bring something brand new to the kids beverage aisle – a beverage made specifically for kids that delivers the fun and flavour kids love with the functional benefits parents are looking for."

With 94% of Capri Sun households already purchasing sports drinks, and with hydration among the fastest-growing segments in beverages, the brand is uniquely positioned to expand into hydration with functional benefits. The launch also builds on the brand's broader portfolio expansion following the first-ever multi-serve format and the subsequent rollout of Capri Sun single-serve bottles, which expanded Capri Sun into convenience and on-the-go channels.

Capri Sun Hydrate also reflects Kraft Heinz's broader commitment to investing in innovation that meets evolving consumer needs.

Press Release, kraftheinzcompany.com

EUROPE

Tetra Pak and Sterilgarda Alimenti launch industry-first 1-litre aseptic carton with paper-based barrier

Tetra Pak, in collaboration with leading Italian dairy company Sterilgarda Alimenti, has unveiled the first-ever 1-litre package featuring a paper-based barrier, marking another significant milestone in the carton packaging industry's transition towards low-carbon, renewable materials.

Introducing a paper-based barrier into the Tetra Brik® Aseptic 1000 Edge carton package - one of the company's most popular formats with its distinctive slanted top panel - increases the renewable content to 90% when combined with plant-based polymers.

Designed for ambient distribution, the carton supports shelf life and performance comparable to traditional aseptic packaging with an aluminium foil barrier, while reducing the carbon footprint by up to 50%, as verified by the Carbon Trust.

Giampaolo Rossi, Plant Director at Sterilgarda Alimenti said: "We at Sterilgarda Alimenti stand for tradition and innovation. Through our continuous improvements in technology and product quality, we aim to provide the best possible answers to evolving consumer needs. Conscious consumption is becoming increasingly important, which is why adopting pioneering technologies is key across all our activities. Tetra Pak's new paper-based barrier is a groundbreaking innovation in beverage packaging and represents a significant contribution to our journey towards greater sustainability."

Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak commented: "As environmental sustainability continues to shape the food and beverage industry, this innovation is an important step forward. It introduces a new barrier material that helps producers move closer to their environmental goals. For me, this is about harnessing the power of paper to make beverage cartons more renewable. This is the result of working hand-in-hand with our customers, supporting them as they offer responsible choices that consumers increasingly expect.''

This industry-first news follows another major step in Tetra Pak's development of next-generation sustainable packaging materials: a EUR60 million investment in a new pilot plant for paper-based barrier technology at the company's facility in Lund, Sweden.

Tetra Pak's aseptic beverage carton with a paper-based barrier was first launched in 2023 in a portion package format on flexible lines. The technology was later expanded to high-speed lines and in 2024, it was recognised as a groundbreaking sustainability innovation in packaging, receiving the "Resource Efficiency" award at the Sustainable Packaging News Awards 2024.

The paper-based barrier simplifies the carton's material structure, reducing it from three to two main materials: paper and polymers. The increased paper content can support recycling infrastructure by improving material recovery and quality, while maintaining the strength and rigidity required to protect aseptic products throughout their lifecycle.

To further enhance the environmental profile of food cartons, Tetra Pak is committed to investing approximately EUR100 million annually through to 2030 in the development of sustainable packaging solutions. This includes the creation of packages with simplified material structures and increased renewable content.

Press Release, Tetra Pak

MIDDLE EAST

Better Juice is stepping onto the big stage

Better Juice, Israeli FoodTech startup who introduced innovative technology to reduce all types of sugars in orange juice, has been acquired by Prodalim, a global leader in fruit-based solutions. This marks a major milestone and an incredible opportunity to bring Better Juice's innovative technology for reducing sugar in fruit juice concentrates to a much broader scale.

With Prodalim's global reach, advanced infrastructure, and deep market expertise, we're confident that our technology will now be fully realized – delivering fruit-based products that keep all the natural goodness while significantly reducing sugar content.

A huge thank you to everyone who made this possible Tsahi Barak – to our founders iAngelsThe Kitchen HubMaverick Ventures IsraelDov GovrinOrit AlperovitztheFoodTechLab (TFTL), partners GEA GroupIngredion Incorporated, board members Amir ZaidmanMorgan RatcliffeMor AssiaAngel SánchezLucas Pint, and supporters for your trust and belief in the vision. Special thanks to the entire Better Juice team – your passion, dedication, and hard work built something truly meaningful.

And to our partners at Prodalim Amnon SalhovIdo RosenthalRoy MeltzerRacheli ZarivatchNiv Benyehudahen tzur – we're excited for what's ahead.

Better Juice, LinkedIn

AFRICA

Richest man in East Africa's to launch USD50 million soft drinks manufacturing plant in Kenya

Mohammed Dewji, a Tanzanian billionaire is preparing a USD50 million soft drinks manufacturing plant in Kenya in efforts to challenge The Coca-Cola Company and PepsiCo in East Africa's largest economy with affordable beverages that transformed Tanzania's consumer market.

The is to be built in Kenyan city of Mombasa through Dewji's conglomerate MeTL Group, and will produce the company's flagship beverages including Mo Cola, Mo Xtra, and Mo Malto.

According to reports the project is in the planning stages and construction could begin within the next 12 months.

"I'm setting up a plant in Uganda, and I now have land in Mombasa. I'm also looking into establishing a carbonated soft drinks plant," Dewji said.

"Although we are still at the planning stage, we believe there is a strong possibility of starting construction within a year," he added after attending the Africa Forward Summit in Nairobi.

africa.businessinsider.com

Beyond fresh: How fermented fruit and vegetable juices are redefining gut health

The science of lacto-fermentation, controlled process, and why juice – not water or tea – is the optimal functional substrate.

Written by **Cecilia Wu,** Founder, *Cecii Health*

Gut health has moved from the margins of nutritional science to its centre. Themicrobiome – the community of bacteria, fungi, and other microorganisms inhabiting the digestive tract – is now understood to influence immunity, metabolism, mood, and cognitive function*. As a result, functional beverages designed to support the gut have proliferated rapidly. But not all approaches are equivalent, and not all substrates are created equal.

This article draws on peer-reviewed research to examine what happens when fruit and vegetable juice undergoes controlled lacto-fermentation: How the nutritional profile is transformed, how controlled fermentation compares to wild alternatives, and why the tribiotic framework – delivering prebiotics, live cultures, and postbiotics simultaneously – represents a meaningful advancement in the functional beverage category.

> Functional beverages designed to support the gut have proliferated rapidly

The gut microbiome: Influence beyond digestion

The human gut is home to an estimated 100 trillion microorganisms, collectively encoding more than 150 times the genetic information of the human genome*. This microbiome regulates immune function – approximately 70% of immune cells reside in gut-associated lymphoid tissue – modulates systemic inflammation and communicates bidirectionally with the brain via the gut-brain axis through the vagus nerve, the enteric nervous system, microbial production of neurotransmitter precursors including serotonin and GABA, and signalling via short-chain fatty acids (SCFAs)*.

Disruption of microbial balance – dysbiosis – has been associated with digestive discomfort, impaired immune response, mood disturbance, and fatigue*. Supporting microbial diversity through diet is now a mainstream nutritional priority, backed by an expanding evidence base.

> Brands building science-backed fermented juice products need production partners who understand fermentation as a precision process

The nutritional value of fruit and vegetable juices

Fruit and vegetable juices provide a naturally rich nutritional matrix: Polyphenols, vitamins, organic acids, nitrates, and trace minerals in a hydrating, bioavailable form. Beetroot contributes betalains and dietary nitrates; carrot delivers beta carotene and carotenoids; apple and citrus juices supply hesperidin, quercetin, and ascorbic acid. This density of bioactive compounds makes juice a uniquely valuable fermentation substrate – one with inherent functional potential that water or tea cannot replicate.

Polyphenols as prebiotic substrates

Polyphenols are widely recognised for their antioxidant properties, but their role in gut health is equally important. Because 90–95% of dietary polyphenols reach the colon largely intact, they act as selective substrates for beneficial gut bacteria, including Lactobacillus and Bifidobacterium species* – a prebiotic-like effect that represents a key functional advantage of juice-rich fermentation substrates.

The limitations of conventional fruit juice

Conventional juice processing removes insoluble fibre, producing a higher glycaemic index product: free fructose and glucose enter the bloodstream rapidly without the modulation whole fruit provides*. Many valuable polyphenols also exist in glycosylated forms – bound to sugar molecules – which restricts absorption in the small intestine and reduces their prebiotic potential in the colon*. Controlled lacto-fermentation addresses both limitations directly.

Juice vs water and tea: Why the substrate determines the outcome

Tea- and water-based fermented drinks provide a relatively nutrient-sparse carrier. Kombucha contains modest polyphenol content from tea leaves; water kefir's substrate is largely sugar-water. Fermentation transforms what is present, but the functional ceiling is set by the substrate. Polyphenol liberation, GABA production, and meaningful postbiotic generation all require a substrate rich enough to sustain them.

Juice-based fermentation starts from a position of nutritional abundance. LAB interact with a dense matrix of polyphenol glycosides, natural sugars, organic acids, vitamins, and minerals. *Substrate richness directly correlates with fermentation output: greater polyphenol content predicts greater antioxidant enhancement, greater postbiotic generation, and more pronounced functional activity*. The choice of substrate is not a formulation preference – it is the primary determinant of what the product can deliver.

> Producing a genuinely functional fermented juice is not a matter of allowing fermentation to occur. It requires expert process control at every stage

What lacto-fermentation does to juice

Lactic acid fermentation occurs when lactic acid bacteria metabolise the sugars present in juice, producing lactic acid, acetic acid, and a range of bioactive metabolites. The result is a measurable drop in pH – typically from 5–6 in fresh juice to 3.3–3.6 after fermentation – alongside fundamental changes to the nutritional and functional profile of the product.

Polyphenol liberation and antioxidant enhancement

Han et al. (2025) synthesised knowledge across multiple fermented juice substrates and found consistent patterns: fermentation increases total phenolic content by 15 40% and improves antioxidant activity by 20–150%*. The mechanism is enzymatic: LAB produce beta-glucosidase enzymes that release bound polyphenol glycosides as free aglycone forms with significantly higher bioavailability*. Huang et al. (2024) demonstrated this in fermented orange juice, where hesperidin content increased 233% and antioxidant potency improved 86%*.

Glycaemic modulation juice

LAB consume fructose and glucose during fermentation, reducing free sugar content. Fermented juices also inhibit alpha-glucosidase – the enzyme responsible for carbohydrate digestion – at rates of 45–65%, compared to 15–20% in unfermented, actively modulating carbohydrate digestion rather than simply reducing sugar content. Daliri et al. (2023) confirmed 73% alpha-glucosidase inhibition in optimally fermented beetroot.

Postbiotic generation and GABA production

Fermentation generates bioactive metabolites independent of live cell delivery: lactic acid, exopolysaccharides with prebiotic effects, ACE-inhibitory peptides, and bacteriocins*. Among the more striking findings is the capacity of fermentation to generate GABA – the central nervous system's primary inhibitory neurotransmitter. Liu et al. (2022) demonstrated an 813% increase in GABA content in fermented carrot juice, correlating in animal models with a 35% reduction in sleep latency and a 31% reduction in corticosterone, the primary stress hormone* – a direct biochemical link between fermented juice and the gut-brain axis.

Controlled vs wild fermentation: Why process determines outcome

Wild fermentation: tradition, diversity, and its limits

Wild fermentation – driven by microbial communities naturally present in ingredients and environments – gave us kimchi, miso, sourdough, and kefir. Its microbial diversity is genuinely valuable: spontaneous consortia produce metabolic complexity that no single defined strain can fully replicate, and these traditions remain nutritionally and culturally significant. However, this variability becomes a liability when functional consistency is required. Different batches produce different dominant species, different organic acid ratios, and different postbiotic profiles – with no guaranteed pH endpoint, no reproducible LAB count, and no reliable way to verify that postbiotic output meets a defined functional threshold.

Why strain, substrate, and environment each determine outcome

Controlled fermentation replaces variability with defined parameters: selected LAB strains, regulated inoculation rate, monitored temperature, fermentation time, and target pH endpoint. Dikmetas et al. (2025) screened 12 LAB strains on the same substrate and found the best-performing strain delivered 35% higher total phenolic content and 45–52% greater antioxidant activity than the lowest-performing strain*. Daliri et al. (2023) demonstrated a 21-percentage-point difference in alpha glucosidase inhibition between fermentations run at different temperatures on identical beetroot juice* – confirming that if a single controlled parameter produces this magnitude of difference, uncontrolled fermentation cannot deliver predictable functional outcomes. Han et al. (2025) confirm that controlled parameters consistently deliver viable LAB counts of ≥10^7 CFU/mL, reproducible postbiotic profiles, and measurable antioxidant enhancement across batches*.

Producing a genuinely functional fermented juice is not a matter of allowing fermentation to occur. It requires expert process control at every stage – and it is precisely this discipline that separates a functional product from a merely fermented one.

The tribiotic framework: A systems approach to gut health

The gut health beverage market has grown rapidly, but most products follow the same fundamental logic: add functional ingredients to a base liquid and rely on the sum of their parts. A shot contains apple

> The fermented juice matrix plays a structural role in delivering beneficial microorganisms to the gut

cider vinegar, ginger, and a vitamin. A drink adds a measured dose of fibre, or a small quantity of live cultures with limited human research to substantiate their functional impact in this format. In each case, the components are assembled into a carrier – the base liquid remains chemically unchanged, no polyphenols are liberated, and the functional properties of each ingredient are fixed at the point of addition. Conventional juice-based carriers compound this further: without fermentation, free fructose is rapidly absorbed, producing a glycaemic spike that undermines the wellness positioning the product is built on.

True lacto-fermentation operates by a different logic. Rather than assembling components into a carrier, it transforms the carrier itself – changing the nutritional profile, liberating bound bioactives, and generating functional metabolites that did not exist in the original ingredients. The result is not a sum of parts but a fundamentally different product, one that naturally operates across all three dimensions of the tribiotic framework simultaneously:

- ***Prebiotics –*** substrates that selectively stimulate the growth of beneficial bacteria. In a fermented juice system, these include the polyphenols of the juice substrate acting as prebiotic-like substrates for colonic bacteria, and dietary fibres such as inulin, which selectively stimulate Bifidobacterium and Lactobacillus species*.
- ***Live cultures –*** beneficial bacteria delivered and preserved by the fermentation process. The juice matrix, stabilised at pH 3.3–3.5, creates a protective environment supporting microbial survival during storage and gastric transit. Liang et al. (2022) demonstrated 78–82% survival of selected LAB strains through simulated gastric and intestinal conditions in fermented apple juice*.
- ***Postbiotics –*** bioactive metabolites produced during fermentation, including lactic acid, SCFAs, exopolysaccharides, and bioactive peptides, with measurable biological activity independent of live cell delivery*.

Han et al. (2025) confirm that controlled LAB fermentation simultaneously delivers viable cultures, generates postbiotic metabolites, and enhances polyphenol bioavailability – achieving through a single process what assembled formulations attempt to replicate through addition*. As consumer literacy around gut health deepens, the conversation is shifting from what a product contains to how it was made – and for manufacturers, retailers, and practitioners, this represents a genuine opportunity to get ahead of a category still finding its scientific footing.

The fermented juice matrix as a delivery system

Beyond its functional compounds, the fermented juice matrix plays a structural role in delivering beneficial microorganisms to the gut. Unlike capsule or powder formats, a fermented juice provides a liquid environment that actively supports microbial survival through gastric transit – low pH, bile salts, and digestive Spore-forming bacterial strains add a further layer of resilience through their natural gastric acid resistance. Carried in a nutrient-dense fermented juice matrix – rich in organic acids, polyphenols, and prebiotic substrates – these strains arrive at the colon in a functionally active environment, rather than the sparse substrate provided by water- or tea-based carriers*.

Current evidence on LAB delivery through fermented juice matrices remains largely confined to in vitro and animal models. Controlled human data on colonisation dynamics and downstream microbiome impact represent one of the most significant research opportunities in this field – one that human intervention studies combining microbiome sequencing, SCFA measurement, and clinical outcome data are uniquely positioned to address.

Health outcomes: What the evidence shows

Across the peer-reviewed literature on fermented fruit and vegetable juices, several outcomes emerge consistently*:

- ***Antioxidant capacity:*** 20–150% improvements consistently reported across substrates and strains, driven by enzymatic polyphenol liberation*.
- ***Digestive comfort:*** fermentation reduces free fructose load and modulates carbohydrate digestion via alpha-glucosidase inhibition (45–65% vs 15–20% unfermented), producing a meaningfully different glycaemic profile*.
- ***Anti-inflammatory effects:*** Huang et al. (2024) demonstrated a 47% reduction in nitric oxide production in stimulated macrophage models using fermented orange juice – not observed in unfermented controls*.
- ***Metabolic effects:*** Kumari et al. (2022) found fermented beetroot juice reduced fasting blood glucose by 42% and improved insulin sensitivity in an 8-week animal study, with mechanistic plausibility well-supported via alpha glucosidase inhibition and SCFA production*.
- ***Gut-brain axis:*** 813% GABA increase in fermented carrot juice (Liu et al. 2022), alongside SCFAs and neurotransmitter precursors, provides a direct biochemical link between fermented juice and neurological signalling*.

Common misconceptions about fruit juice and fermentation

- ***"Juice is just sugar."*** Controlled lacto-fermentation reduces free sugar through microbial metabolism and modulates glycaemic impact via alpha glucosidase inhibition. Jakubczyk et al. (2023) confirmed fermented beetroot juice maintains betalain activity at 85–90% of fresh levels while significantly reducing free sugar availability*.
- ***"Fermented products are sour and unpalatable."*** A formulation challenge, not a category characteristic. Research consistently reports acceptability scores of 7.2–8.1/9 for well-formulated fermented juices. Liang et al. (2022) found carefully controlled fermentation increased fruity ester compounds 3.2-fold while reducing off-flavour aldehydes by 45%*.
- ***"Adding cultures to juice is the same as fermenting it."*** Adding cultures to finished juice creates a probiotic carrier but leaves the matrix chemically unchanged: no polyphenols liberated, no postbiotics generated, no glycaemic modulation. True lacto-fermentation transforms the substrate itself – measurable at every level from pH to phenolic content to glycaemic response.

The opportunity for manufacturers and researchers

The genuinely fermented juice segment remains underrepresented at commercial scale – primarily because controlled fermentation requires specialist capability: defined strain selection, pH monitoring, LAB count verification, and validation of postbiotic output across shelf life. Manufacturers with existing fermentation infrastructure – whether from dairy, plant-based, or beverage backgrounds – are well-positioned to serve this segment. Brands building science-backed fermented juice products need production partners who understand fermentation as a precision process, not an ingredient addition.

Equally significant is the research opportunity. Controlled human data on fermented juice – its effects on gut microbiome diversity, SCFA production, inflammatory markers, and gut-brain axis outcomes – remain scarce. The evidence base is robust at the mechanistic and animal model level; the translation to controlled human intervention studies is the critical next step. Academic institutions and industry partners with the appetite to generate this evidence will be defining the category for the next decade.

About Cecii Health

Cecii Health (pronounced 'Seh-see') is a London-based functional beverage brand producing small-batch lacto-fermented fruit and vegetable juice shots. Founded by Cecilia Wu, Cecii produces two products – Digest Daily (fermented carrot and ginger) and Balance Daily (fermented beetroot and berry) – designed as proactive daily wellness rituals grounded in food science rather than reactive remedies. Each 60ml shot is built on an 80%+ real fruit and vegetable juice base, fermented through a precision-controlled process that delivers a complete tribiotic system: prebiotic fibre, postbiotic output from fermentation, and Bacillus subtilis HU58 – a clinically studied, spore-forming strain selected for its gastric survival properties. The products are plant-based, contain no added sugar, and are produced in London. Cecilia has a background spanning finance, gastronomy, and nutrition. She founded Cecii Health after years navigating the intersection of gut health and mental wellbeing, she spent three years in research and development – working with the University of Greenwich, Growing Kent & Medway, and a UKAS accredited laboratory, and supported by Innovate UK funding. Cecii Health is actively seeking academic research partnerships to generate the first controlled human data on fermented fruit and vegetable juice, the gut microbiome, and the gut-brain axis.

*Manufacturers, researchers, and practitioners interested in this emerging category are welcome to make contact via **team@ceciihealth.com** or visit **ceciihealth.com** to find out more.*

***References*:** Thursby, E. & Juge, N. (2017); Cryan, J.F. et al. (2019). Strandwitz, P. (2018); Duda-Chodak, A. et al. (2015); Atkinson, F.S. et al. (2021); Muraki, I. et al. (2013); Manach, C. et al. (2004); Han, J. et al. (2025); Huang, Y. et al. (2024); Saud, S. et al. (2024); Daliri, E. et al. (2023); Liu, D. et al. (2022); Dikmetas, D.N. et al. (2025); Liang, J. et al. (2022); Kumari, P. et al. (2022); Jakubczyk, K. et al. (2023).

FEATURE
Fermented juice for gut health

FCOJ and FCOJ futures market

Orange Juice futures have been choppy and have traded between 150.00 and 250.00 on the weekly charts. It has been a stable market for several months now and there does not appear to be much going on to push prices much higher or lower. *Jack Scoville reports.*

US weather continues to be good for the crops in Florida this year. It is still mostly dry in the state, but this is normal. Irrigation will be used to keep the trees in good condition. Some showers are now starting to appear as is seasonal. The showers will gradually increase in frequency and coverage if the seasonal norms hold.

Crops in Texas and Mexico are reported to be in mostly good condition, and the Texas weather has been moderate. The weather in Sao Paulo is currently featuring isolated showers in eastern areas and warm temperatures. Crop conditions are reported to be unfavorable for the trees.

The market is still relatively cheap, and the trends are sideways overall. The amount of juice available to the world remains strong. US Dollar strength and the tariffs will have the effect of chasing demand to Brazil at the expense of the US. The US war with Iran gas raised shipping costs and risks for everyone. It has also raised costs for producers for petroleum products like gasoline and diesel fuel as well as fertilizers. Yield potential could suffer if the war lasts a long time and costs of production becomes, and stays elevated. The war has helped put producers around the world in a lose-lose situation because higher prices are not likely to offset the higher costs of production.

About the author
Jack Scoville is a futures market analyst specializing in grains, softs, rice, oilseeds, and tropical products such as coffee and sugar. He offers brokerage services to an international clientele of agricultural producers, processors, exporters, and other professional traders.

Sugar, juice, and the quiet loophole everyone pretends not to see

How desugared juice and allulose are rewriting kids' beverages without the metabolic baggage

Let's not dance around it. Juice has been riding a health halo it didn't fully earn. From a formulation standpoint, juice is sugar wearing a fruit costume. Yes, you get some polyphenols, organic acids, and a whisper of micronutrients. But metabolically? It lands fast, hits glucose hard, and delivers very little satiety. The body doesn't care that it came from apples instead of a refinery. And now the walls are closing in.

Written by **Thom King,** Founder, Chief Innovation Officer, Food Scientist, *Icon Foods* and **Gabriel Claycamp,** Founder, CEO, *Alchemy in the Kitchen*

Between front-of-pack labelling pressure, added sugar scrutiny, and tightening school nutrition standards, juice is stuck in regulatory limbo. It's not technically "added sugar"… but it behaves exactly like it. That tension is where the opportunity lives.

Sugar is not an ingredient. It's a system

If you're still thinking about sugar as sweetness, you're already behind. In juice systems, sugar is doing real work:

- Sweetness delivery
- Bulk and dissolved solids
- Osmotic balance
- Acid modulation
- Caloric payload

Remove sugar, and you don't just lose sweetness. You destabilize the entire system. That's why most reduced-sugar juices taste thin, sharp, and unfinished. Every failed product in this space made the same mistake: they replaced sweetness and ignored structure.

Desugared juice: Same fruit, no free ride

Desugared juice isn't dilution. It's precision extraction. You're removing mono- and disaccharides while preserving:

- Organic acids
- Flavour volatiles
- Polyphenols
- Colour systems

What remains is the essence of the fruit without the metabolic freight. Now you're not stuck with what nature handed you. You can rebuild intentionally. That's where formulation gets interesting again.

Rebuilding the system without the sugar crash

Once you strip the sugar out, you're no longer inheriting a system. You're designing one. A clean label rebuild that actually works looks like this:

- Sweetness backbone: Stevia (Reb M / RM95D), monk fruit (V50+)
- Temporal smoothing: thaumatin-based modulators
- Bulk and mouthfeel: soluble fibres (tapioca fibre, inulin, gum acacia)
- Osmotic balance: driven by fibre solids and precise mineral/acid control
- Acid calibration: tightly tuned because sugar is no longer masking errors

There's a subtle but important point here that often gets missed when people start working with de sugared juice systems. The assumption is that once sugar is removed, you need

> "Juice is stuck in regulatory limbo

to rebuild acidity from scratch. In practice, the opposite is often true. De-sugared juices carry their native organic acid systems with them. Malic, citric, tartaric depending on the fruit, but without the buffering effect of sugar, those acids present much more aggressively. What used to read as balanced now reads as sharp, sometimes even volatile. The instinct is to add acid back in to shape the profile. That's usually the wrong move. What these systems typically need is buffering, not acidification.

Small amounts of citrate salts or controlled mineral balancing can round the perception of acidity, stabilize the system, and bring the flavour back into alignment without pushing total acid higher. At this point, you're not just tuning flavour, you're managing a chemical system.

This is where de-sugared juice stops behaving like a traditional ingredient and starts acting like a formulation backbone. It is simultaneously your flavour source, your acid system, and part of your osmotic structure.

There's another layer here that becomes strategically important, especially in regulated channels like kids' beverages. When you remove sugar from juice, you are not removing the fruit contribution in the same way the market tends to assume. Fruit equivalency is driven by input, not by the remaining sugar content after processing. That means you can design a system that still delivers a meaningful fruit serving while dramatically reducing the metabolic load that would traditionally come with it.

This is the quiet shift that's starting to matter. For decades, fruit and sugar have been treated as inseparable. De-sugaring breaks that linkage. You keep the acids, the polyphenols, the flavour identity and the fruit contribution, but you're no longer locked into the glycemic outcome. That changes how you formulate. And more importantly, it changes what you're allowed to build.

What you give up (and how you get it back)

When you remove polyols and other crutches, you lose easy wins:

- No built-in cooling effect
- No simple osmotic replacement
- No automatic bulk equivalence

Good. That forces better formulation.

Fibre becomes your structural backbone. Resistant dextrins, inulin, and acacia bring:

- Dissolved solids
- Water binding
- Subtle viscosity

Not identical to sucrose, but when layered correctly, close enough that consumers don't notice what's missing.

Acid becomes a scalpel, not a hammer. Without sugar buffering, every tenth of a percent matters. Over-acidify and the product bites back.

Sweetness systems have to earn their keep. Reb M and monk fruit need to be dialled for onset and decay. Thaumatin earns its seat by smoothing temporal edges and filling the mid-palate.

This is where formulation separates from ingredient swapping.

Allulose: The regulatory backdoor that opened a front door

Now let's talk about the molecule quietly reshaping this category:

Allulose behaves like sugar where it matters:

- Contributes bulk
- Provides mouthfeel
- Participates in browning (lightly)
- Delivers ~0.4 kcal/g

But here's the kicker, it is not counted as added sugar on the Nutrition Facts panel. That's not a technicality. That's leverage. Now connect that to what's happening in institutional nutrition:

> Every failed product in this space made the same mistake: they replaced sweetness and ignored structure

New York City Department of Education has approved allulose for use in school food and beverage programs while restricting traditional sugars and many alternatives.
That's not noise. That's signal. School systems don't move fast, but when they move, they set direction.

Why this changes the game for kids' beverages
Kids' beverages are boxed in from all sides:

1) Regulatory limits on added sugar
2) Parent demand for clean labels
3) The physiological reality of glycemic load

Traditional juice fails the third. Diet drinks often fail the second. So, what actually works? A rebuilt system:

- Desugared juice as the flavour base
- Allulose providing sugar-like functionality without label penalties
- Stevia and monk fruit delivering sweetness
- Fiber contributing structure and metabolic value

Now you have a beverage that:

- Drinks like juice
- Labels cleaner than juice
- Performs better metabolically than juice
- Fits within emerging school standards

That's not a tweak. That's a platform shift.

There's another shift happening underneath all of this that's worth calling out, because it changes how we evaluate what "better" actually means.

Historically, nutrient density has been discussed in absolute terms or normalized per serving. More recently, there's been a move toward evaluating nutrient density relative to calories delivered. That's a more useful lens, because it starts to account for metabolic cost, not just composition. De-sugared juice systems behave very differently under that framework.

When you remove mono- and disaccharides from juice, you are not stripping the system down to nothing. You're retaining organic acids, polyphenols, colour compounds, and a portion of the micronutrient profile, depending on the process. What collapses is the caloric payload.

The result is a system with disproportionately high nutrient contribution relative to its caloric impact. Put more simply, you're no longer locked into the traditional equation where nutrient delivery

> Fruit equivalency is driven by input, not by the remaining sugar content after processing

scales with sugar delivery. You can preserve much of what makes fruit valuable, while dramatically reducing the metabolic load that typically accompanies it.

This introduces a different way to think about formulation: Not just nutrient density, but nutrient density per unit of metabolic cost. In practical terms, this means a beverage can deliver meaningful fruit-derived components while contributing only a fraction of the calories of traditional juice. That's a meaningful shift for use cases where both nutrition and metabolic impact matter, particularly in kids' beverages and institutional settings. It also reinforces a broader point. Once sugar is removed, fruit is no longer a fixed system. It becomes something you can engineer against specific constraints, whether those are glycemic response, calorie limits, or labelling requirements.

That's a different design space than the industry has historically operated in. The result is a system where fruit can be counted nutritionally without being delivered metabolically in the way it historically has been. That's not a loophole. That's a new design space.

The strategic opportunity (and the pitfall)

Here's the opportunity, build products that look like juice, taste like juice, but behave completely differently in the body. Here's where people screw it up, they treat this like a one-for-one sugar replacement.

What they get:

- Hollow mid-palate
- Sharp acid spikes
- Lingering off-notes
- Consumer rejection

Because again, sugar was never just sweetness.

Where this is going

Step back and look at the macro forces:

- GLP-1 adoption is changing how consumers experience hunger and sweetness
- Schools are tightening nutritional frameworks
- Consumers want fewer added sugars but refuse to accept sensory compromise

This isn't a trend. It's a reset. The winning approach is clear, engineering sweetness systems. Don't swap ingredients. Desugared juice paired with a disciplined system of fibre, high-intensity sweeteners, and strategic use of allulose is one of the cleanest, most scalable ways to do it.

If you're still formulating kids' beverages with straight juice concentrates and calling it innovation, you're coasting on borrowed credibility. The next generation of products will be built, not inherited. The formulators who understand how to deconstruct and rebuild sugar systems are going to define what "better-for-you" actually means.

The fruit stays. The sugar inside it? That's finally up for negotiation.

If you want to talk through high intensity sweeteners, allulose, sweetness modulators, fibres, supply, formulation strategy, or how it fits into your sugar-reduction roadmap, the team at Icon Foods is happy to dive in. We spend our days helping formulators solve exactly these problems. This isn't the future. It's already here. And the brands that move early, with the right partner, won't just participate. They'll define the category.

Reach out to your Icon Foods representative for KetoseSweet™ Organic Allulose samples, documentation formulation and usage guidance.

Since 1999 Icon Foods has been your reliable supply chain partner for sweeteners, fibres, sweetening systems, inclusions and sweetness modulators.

> "The winning approach is clear, engineering sweetness systems

Taste the icon difference

Gabriel Claycamp is a chef-trained product developer and CPG operator with more than two decades of experience building food businesses from concept through scale. He leads Alchemy in the Kitchen, a product-development and commercialization studio behind dozens of snack, confection, and savoury launches, and is the co-founder of FruitFarm, a kids' fruit-snack company powered by patented de-sugared fruit-juice technology. Across his career, Claycamp has guided products that have generated more than $100 million in cumulative retail sales.

Over the last decade, Claycamp's work has centred on food product development and disciplined commercialization, connecting culinary insight to manufacturable specs, resilient co manufacturing networks, compliant quality systems (PCQI/HACCP), and clear unit economics.

Find out more here.

The global juice market in 2026: Premiumization, plant waters and the new geography of growth

The global juice industry enters 2026 in a state of divergence – geographically, behaviorally and structurally. Mature markets are stabilizing through premiumization and pricing, while emerging regions are expanding through demographics, affordability and access. Across all regions, innovation is accelerating, driven by digital engagement, functional positioning and the rapid rise of coconut and other plant waters.

The summarized analysis, based on Euromonitor International's 2026 exclusive update for the International Fruit and Vegetable Juice Association (IFU), highlights the forces reshaping the global juice landscape and the opportunities emerging for producers, retailers and brands.

> "Retail value growth since 2020 has been driven mainly by pricing rather than volume gains

A market split in two: Mature vs. emerging regions

The world market for juice based beverages reached EUR147.5 billion in 2025, representing 70.2 billion litres of consumption. Yet beneath this headline lies a stark contrast.

In North America and Europe, volume consumption continues to decline. As the report notes, *"retail value growth since 2020 has been driven mainly by pricing rather than volume gains"*. Inflation, rising fruit costs and shifting breakfast habits have pushed consumers toward occasional rather than daily juice consumption. Premium segments – cold pressed, functional blends, clean label formats – are holding value, but mainstream juice and nectars face structural pressure.

By contrast, Latin America, the Middle East & Africa (MEA), and parts of Asia are expanding steadily. Youthful populations, urbanisation and rising incomes are driving demand, while local brands and value tier offerings intensify competition. MEA, for example, posted a 13.2% historic CAGR in value and is forecast to grow 3.5% annually by 2030.

The rise of coconut and plant waters

One of the most striking global shifts is the rapid ascent of coconut and other plant waters. In multiple regions, coconut has surged into the top flavour rankings – jumping from rank 29, to rank 6 globally between 2020 and 2025 .

> "Investment is shifting toward social media, influencers, retail media and integrated campaigns

This trend is driven by:

- ***Hydration positioning:*** Natural electrolytes, low calories
- ***Lifestyle alignment:*** Fitness, wellness, self optimisation
- ***Supply dynamics:*** Orange shortages and price volatility
- ***Cross category innovation:*** Sparkling coconut water, flavoured variants, hybrid blends

Brands like Vita Coco dominate the category in North America with a 47.9% share, while in Asia, China's iF brand has grown triple digit annually by combining premium packaging with "no additives, low sugar, high vitamins" positioning.

Digital first engagement reshapes demand

Across markets, digital activation is becoming a primary driver of brand visibility and trial. The report highlights that *"investment is shifting toward social media, influencers, retail media and integrated campaigns."*

Examples include:

- ***Moju (UK):*** A multi channel "Bring on the Boom" campaign targeting younger consumers
- ***Mogu Mogu (UK):*** TikTok driven growth through K pop partnerships
- ***Gulf Union Foods (UAE):*** Interactive packaging with QR enabled games and AR filters
- ***AI enabled innovation:*** Coca Cola's Y3000 flavour, digital twins for NPD, predictive maintenance in factories

Digital ecosystems are no longer optional - they are becoming the primary battleground for relevance, especially among Gen Z and young professionals.

Functional, fortified and clean label: The new value drivers

Health remains the most powerful consumer motivator in juice. The report notes that *"juice shots and fortified blends are gaining popularity among younger consumers seeking immunity, energy and gut health support".*

Key functional trends include:

- ***Immunity:*** Ginger, turmeric, Camu berry
- ***Gut health:*** Prebiotic blends, vegetable inclusions
- ***Energy & focus:*** B vitamins, natural caffeine
- ***Beauty & skin health:*** Lycopene rich tomato juices (notably in Japan)

Clean label and vegan claims are among the top sustainability investments for food and beverage companies, reflecting consumer demand for transparency and minimal processing.

Sustainability: A growing purchase driver

Nearly one third of global consumers say sustainability attributes influence their beverage purchases. Natural and organic claims dominate shelf presence, while more advanced eco labels remain niche.

Manufacturers are responding through:

- ***Recycled PET and straw free packaging*** (e.g., Lassonde in North America)

> The global juice industry in 2026 is defined by contrast and reinvention

- ***Returnable glass and concentrated formats*** in Europe
- ***Local sourcing strategies*** in MEA to reduce import dependency
- ***Upcycled ingredients*** in cold pressed brands like Daily Dose

Sustainability is no longer a differentiator – it is becoming a baseline expectation.

Regional snapshots

North America
The market is shaped by sugar concerns, regulatory pressure (e.g., Canada's 2026 front of pack labels), and premiumization. Private label continues to gain share as prices rise. Coconut water is 'the' standout growth engine.

Latin America
A vibrant fruit landscape fuels innovation in local flavours such as guava, acai and cactus. Regulatory shifts – such as Mexico's school juice restrictions – are pushing brands toward 100% juice and reduced sugar formats. Del Valle remains the regional leader with 17.8% share.

Middle East & Africa
MEA shows strong growth in nectars, driven by affordability and perceived healthfulness. Local sourcing is becoming essential due to global supply volatility. Brands like Almarai and CHI Limited dominate through strong distribution and health focused portfolios.

Asia & Australasia
Juice drinks (≤24% juice) remain dominant due to affordability, but 100% juice and plant waters are gaining traction as sugar awareness rises. Cross category innovation – juice in sports drinks, flavoured waters and RTDs – is expanding consumption occasions.

Europe
Europe faces the steepest volume declines, driven by sugar scrutiny and price inflation. Juice is increasingly treated as a discretionary or weekend product. Private label holds 21% value share, while premium cold pressed brands grow within a shrinking category.

Flavour dynamics: Familiarity meets experimentation

Globally, apple, orange and grape remain the top flavours due to universal appeal and shelf stability. Yet coconut, lemon, carrot and tropical blends are climbing rapidly.

Regional flavour highlights:

- ***LATAM:*** Coconut overtakes mango and peach
- ***MEA:*** Pineapple, coconut and pomegranate rise
- ***APAC:*** Carrot and coconut enter the top 10
- ***Europe:*** Ginger and coconut surge from niche to mainstream

Flavour innovation is increasingly tied to functional and wellness cues.

Conclusion: A category in transformation

The global juice industry in 2026 is defined by contrast and reinvention. Mature markets are recalibrating around premium, functional and clean label propositions, while emerging markets are expanding through affordability, demographics and local relevance.

Coconut and plant waters are reshaping hydration, digital ecosystems are redefining brand building, and sustainability is becoming a non negotiable.

For producers and brands, the opportunity lies in embracing this complexity – balancing health with indulgence, affordability with premiumization, and global trends with local tastes.

The juice category is not shrinking; it is evolving. Those who innovate with agility and authenticity will shape its next decade.

The future of fruit juice:

How climate volatility, new technologies and shifting consumer expectations are reshaping the global juice industry
The 2026 IFU Global Juice Report contains a 40+ page strategic section that makes one thing unmistakably clear: The global fruit juice industry is standing at a historic inflection point. What was once a stable, agricultural industrial system built on predictable fruit supply, affordable inputs and long established category norms is now being reshaped by climate volatility, disease pressure, shifting consumer expectations and rising production costs. The era of effortless abundance is over – but a new era of intelligent opportunity is beginning.

This year's report does more than diagnose the challenges. It maps the medium term future of supply and demand, outlines the technologies and ingredient systems that will redefine product portfolios, and provides a rigorous SWOT analysis that companies can use to future proof their strategies. For processors, bottlers, ingredient suppliers, retailers and brand owners, it offers a rare, panoramic view of the forces that will shape the next decade of juice.

And because IFU believes this year's edition represents a uniquely valuable moment for the sector – a moment when strategic clarity matters more than ever – the full report is made available exclusively to IFU Strategic and Premier Members. For executive members, technical experts, and even non members who recognize the urgency of this transition, IFU is offering a special membership opportunity.

In a world where fruit supply is becoming less predictable, consumer expectations more complex, and competitive pressure more intense, the organizations that thrive will be those that understand the system, anticipate change and act early. The 2026 IFU Global Juice Report is designed to help them do exactly that.

For membership details and access to the full report, visit: ***www.ifu-fruitjuice.com***

How free trade agreements (FTAs) are shaping the future of Southeast Asia's tropical fruit juice industry

Southeast Asia has long been recognized as one of the world's most important tropical fruit-producing regions. From pineapples in the Philippines and Indonesia to mangoes in Thailand and Vietnam as well as premium durian in Malaysia, the region supplies a substantial share of the global market for tropical fruits. In recent years, however, the conversation has shifted beyond fresh fruit exports toward value-added products, particularly fruit juice and beverages.

As consumer preferences increasingly favour healthy, natural and functional drinks, the tropical fruit juice industry has emerged as a promising growth sector. At the same time, Free Trade Agreements (FTAs) are playing a major role in determining how competitive and sustainable the industry can become.

For many countries in Southeast Asia, FTAs are no longer simply about lowering tariffs. They influence supply chains, investment decisions, food standards, and regional competitiveness. More importantly, they are helping the region move from being primarily a supplier of raw agricultural commodities to becoming a producer of higher-value processed products.

This article explores how FTAs are helping sustain and strengthen Southeast Asia's tropical fruit juice industry, while also examining the challenges that remain.

Southeast Asia's strong production base

The success of any fruit juice industry depends heavily on a stable and reliable supply of raw materials. Southeast Asia has a major advantage in this area due to its tropical climate and year-round agricultural production. Pineapple is one of the best examples. According to FAOSTAT data, Indonesia produced approximately 3.2 million tonnes of pineapple in 2022, while the Philippines produced about 2.9 million tonnes. Thailand and Vietnam also remain significant producers.

These figures underline why Southeast Asia remains highly competitive in the global fruit juice sector. Large production volumes provide a strong foundation for processing industries, particularly pineapple juice, concentrates and blended beverages. The same trend can be seen in other tropical fruits. Mango, banana, guava and increasingly passion fruit is becoming important ingredients in premium beverage products. As consumer interest in exotic and functional beverages grows, Southeast Asia is well positioned to benefit.

Table 1. Pineapple Production in Selected Southeast Asian Countries

Country	Production (tonnes)	Year
Indonesia	*3,203,775*	*2022*
Philippines	*2,914,425*	*2022*
Thailand	*1,714,213*	*2022*
Vietnam	*705,460*	*2022*

Sources: FAOSTAT; World Population Review; Helgi Library

FEATURE
FTA's shaping S.E Asia juice

> Vietnam is also emerging as an important processor of tropical fruits

Why FTAs matter to the juice industry

For fruit juice producers, international trade conditions can determine profitability and market expansion. Processed agricultural products often face higher tariffs than raw commodities. Without trade agreements, exporters may struggle to compete in overseas markets. This is where FTAs become important.

The ASEAN Trade in Goods Agreement (ATIGA), for example, has significantly reduced tariffs among ASEAN member states. Likewise, agreements such as the ASEAN–China Free Trade Area and the Regional Comprehensive Economic Partnership (RCEP) have improved market access for Southeast Asian products.

Lower tariffs create several advantages for juice exporters such as improved price competitiveness, access to larger consumer markets, greater export diversification and more stable demand conditions. For example, fruit juice producers in Thailand and the Philippines have benefited from easier access to East Asian markets, particularly Japan and China.

Table 2. Tariff Environment under Key ASEAN FTAs

Agreement	Tariff Environment	Coverage
ATIGA	*Near zero tariffs for most goods*	*Intra-ASEAN*
ASEAN–China FTA	*Reduced tariffs*	*Bilateral*
RCEP	*Progressive tariff reductions*	*Regional*

Sources: FAOSTAT; World Population Review; Helgi Library

Regional supply chains are becoming more important

One of the less discussed but highly significant impacts of FTAs is the development of regional value chains. Fruit juice production depends on continuous access to fruits, which are seasonal by nature. Through trade integration, processors can source raw materials from neighbouring countries when domestic supply fluctuates. A company producing blended tropical juice may source pineapple from the Philippines, mango from Thailand and banana puree from Vietnam. This type of regional sourcing improves efficiency and reduces supply disruptions. The Regional Comprehensive Economic Partnership (RCEP) is especially important because it harmonizes trade rules across multiple countries. By simplifying customs procedures and improving trade facilitation, RCEP makes it easier for businesses to move raw materials and finished products across borders.

For juice manufacturers, this translates into lower logistics costs. more reliable sourcing and greater production flexibility. In an industry where freshness and processing speed are critical, these advantages matter significantly.

The rise of value-added tropical beverages

Realizing the importance of health benefits, consumer trends are changing rapidly worldwide. Demand is increasing for natural beverages, functional drinks, vitamin-rich juices, exotic tropical flavours and low-sugar and preservative-free products. This

trend creates major opportunities for Southeast Asian producers. We can see that many companies now are moving into NFC (not-from-concentrate) juices, premium cold-pressed beverages, fruit blends and functional beverages with tropical ingredients instead of exporting merely raw fruits.

Thailand has been particularly successful in developing processed fruit products for export markets. The Philippines has established itself as a global leader in pineapple juice exports, supported by large-scale production and processing facilities. Vietnam is also emerging as an important processor of tropical fruits, supported by increasing investment and export-oriented industrial policies. Indonesia is capable of producing high volume of tropical fruits while Malaysia focuses on niche and premium quality standards.

Table 3 shows that the industry role of each country reflects how regional trade integration is encouraging countries to focus on their comparative strengths.

Table 3. TASEAN Participation in Fruit Juice Trade

Country	Industry Role	Key Markets
Thailand	*Major processed exporter*	*Japan & China*
Philippines	*Pineapple juice specialist*	*United States & Japan*
Vietnam	*Emerging processor*	*China & Korea*
Malaysia	*Regional and niche exporter*	*ASEAN & China*

Source: UN Comtrade Database (HS Code 2009 – Fruit Juices)

Investment is driving industry growth

FTAs also influence investment decisions. A stable trade environment gives investors greater confidence to establish processing plants, cold chain facilities, packaging operations and logistics infrastructure. Foreign direct investment (FDI) has played a major role in upgrading Southeast Asia's food processing industries. Modern processing technology improves efficiency, product consistency and compliance with international food safety standards. For the fruit juice industry, investment is essential because export markets increasingly demand high-quality packaging, traceability, food safety certification and consistent flavour as well as shelf life. Countries that successfully combine trade liberalisation with investment-friendly policies are likely to gain a competitive advantage in the coming years.

Challenges facing the industry

Despite the opportunities created by FTAs, several challenges remain.

1. Food Safety and SPS Compliance
Export markets, especially developed economies, maintain strict sanitary and phytosanitary (SPS) standards. Juice exporters must comply with requirements related to hygiene, traceability, residue levels and processing standards Meeting these standards can be costly, especially for small and medium-sized enterprises (SMEs). Several markets demand for specific additional certifications, which are voluntary and often costly.

2. Rules of Origin
Rules of origin (ROO) determine whether a product qualifies for preferential tariff treatment. For processed products involving ingredients from multiple countries, these requirements can become complicated. Smaller companies often lack the administrative capacity to fully utilize FTA provisions.

3. Uneven Development within ASEAN
Not all ASEAN countries benefit equally from FTAs. Countries with stronger infrastructure, better logistics, and more advanced processing capabilities are generally more competitive. Thailand and the Philippines, for example, have relatively mature processing industries, while other countries are still developing their value-added sectors.

4. Sustainability Concerns
As demand for tropical fruit products increases, concerns are also growing about deforestation, water usage, agrochemical dependency and carbon emissions from logistics. Long-term sustainability will require balancing export growth with environmental protection and responsible agricultural practices.

The future of Southeast Asia's juice industry

The outlook for Southeast Asia's tropical fruit juice industry remains positive. Rising global demand for healthier beverages and tropical flavours provides strong market potential. However, the future competitiveness of the industry will depend on how effectively countries can move up the value chain, invest in innovation and branding, improve sustainability and utilize FTAs strategically. Regional cooperation will also become increasingly important. ASEAN's integrated trade framework provides opportunities for countries to collaborate rather than compete solely against each other. For example, shared standards could reduce compliance costs, regional branding could strengthen market recognition and integrated supply chains could improve resilience. The industry is also likely to see greater emphasis on premium and niche products, including organic tropical juices, functional beverages, sustainable packaging and ready-to-drink blends. Durian-based beverages, coconut blends, and tropical superfruit juices including minor tropical fruits may become important growth segments in the coming years.

> "Countries that successfully combine trade liberalization with investment-friendly policies are likely to gain a competitive advantage

Conclusion

Free Trade Agreements have become a major force shaping Southeast Asia's tropical fruit juice industry. By reducing tariffs, facilitating regional integration and attracting investment, FTAs have created significant opportunities for growth and industrial upgrading. At the same time, the industry faces important challenges related to standards compliance, competitiveness and sustainability. The benefits of trade liberalization are not automatic and require strong domestic policies, infrastructure and institutional support.

Southeast Asia already possesses one of the world's strongest tropical fruit production bases. With the right combination of trade policy, innovation and sustainable development strategies, the region is well positioned to strengthen its role as a global leader in tropical fruit juice production. As consumer demand continues to evolve, the ability of Southeast Asian producers to adapt, innovate and collaborate will determine the next chapter of growth for the industry.

References: ASEAN Secretariat. ASEAN Trade in Goods Agreement (ATIGA); Food and Agriculture Organization (FAO). FAOSTAT Database and Sustainable Food and Agriculture: Key Principles; OECD. (2019). Global Value Chains and Development; United Nations. UN Comtrade Database. World Bank. World Integrated Trade Solution (WITS); World Population Review. Pineapple Production by Country; Helgi Library. Pineapple Production Statistics.

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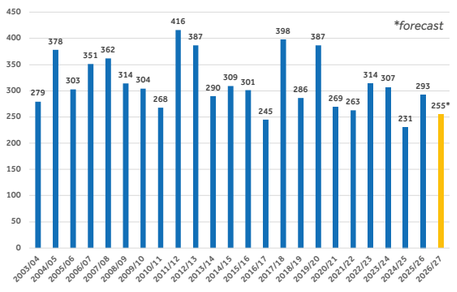
The first official forecast on Brazil's 2026/27 orange crop has been released by Fundecitrus at 255 million boxes. The projection is at the lower end of analysts' expectations and may support pricing for orange juice in the near term despite slow demand from the key global markets.

BRAZIL 2026/27 ORANGE PRODUCTION FORECAST

The 2026/27 orange crop forecast for the São Paulo and West-Southwest Minas Gerais citrus belt is 255.20 million boxes (40.8kg per box). The projected volume is 13% lower than the 292.94 million boxes produced during the previous crop.

Brazil orange production (million boxes)



Bearing trees total 184.37 million and occupy an area of 366 089 hectares in this crop season. Both figures marginally higher than last year.

The average number of fruits per tree in April 2026, without considering the drop that occurs throughout the season, is 514, which represents a decrease of 17% in relation to the previous crop.

The projected average drop rate is 23.7% and the fruit size projection is 255 fruits per box.

Fundecitrus

SOUTHERN HEMISPHERE CITRUS PRODUCTION FORECAST

The World Citrus Organisation expects citrus production in the Southern Hemisphere to decrease by 5.86% compared with the previous year, with an estimated output of 26.4 million tonnes.

Orange production is forecasted to decrease by 8.37% compared with 2025, with 17.5 million tonnes in total.

Southern hemisphere citrus production forecast

Production (t)	All citrus fruits						
Country	2022	2023	2024	2025	2026	YOY%	4Y AVG%
Argentina	2,818,167	3,122,923	3,134,446	2,420,466	2,679,500	+10.70%	-6.77%
Australia	783,394	808,018	808,850	853,171	853,171	–	+4.89%
Bolivia	42,050	32,500	38,850	35,000	43,000	+22.86%	+15.90%
Chile	451,203	607,653	612,511	655,666	758,136	+15.63%	+30.32%
Peru	1,605,128	1,443,216	1,616,322	1,535,430	1,560,619	+1.64%	+0.68%
South Africa	3,444,232	3,437,129	3,533,338	3,964,195	4,170,088	+5.19%	+16.01%
Uruguay	304,360	234,730	261,244	265,446	312,427	+17.70%	+17.26%
Total SH (without Brazil)	**9,448,534**	**9,686,169**	**10,005,561**	**9,729,374**	**10,376,940**	**+6.66%**	**+6.79%**
Brazil	19,511,474	18,245,552	14,281,750	18,322,460	16,032,153	-12.50%	-8.86%
Tot. Southern Hemisphere	**28,960,008**	**27,931,721**	**24,287,311**	**28,051,834**	**26,409,093**	**-5.86%**	**-3.29%**

Lemon production is forecasted to increase by 2.36%, with 3.2 million tonnes. Lime output is expected to decline by 9.64% to 1.7 million tonnes.

Grapefruit production is forecasted at 567 477 tonnes – 21.21% above the 2025 figure.

Key citrus producers in the Southern Hemisphere include Argentina, Australia, Bolivia, Brazil, Chile, Peru, South Africa, and Uruguay (see table opposite).

The World Citrus Organisation

FLORIDA ORANGE PRODUCTION

The USDA has released its second forecast on the 2025/26 orange crop in Florida at 12.2 million boxes, 200 000 boxes higher than the initial forecast in January. If realized, this will be 1% lower than last season's production.

The forecast for non-Valencia orange production is increased 200 000 boxes to 4.70 million boxes. Size and fruit drop components were final in January. The non-Valencia harvest is over for the season.

The forecast for Valencia orange production is unchanged at 7.50 million boxes. Final fruit size is below average, requiring 257 pieces to fill a 90lb box. Final droppage, at 46%, is above average.

USDA

FLORIDA GRAPEFRUIT PRODUCTION

The USDA has released its second forecast on the 2025/26 grapefruit crop in Florida at 1.25 million boxes, 50 000 boxes higher than the initial forecast in February.

The white grapefruit forecast is down 20 000 boxes to 80 000 boxes. The red grapefruit forecast is increased 70 000 boxes to 1.17 million boxes.

USDA

The AIJN Code of Practice: A cornerstone for quality and trust in the fruit juice sector

In the fruit and vegetable juice sector, the AIJN Code of Practice serves as a key reference framework supporting product quality and authenticity across the market. Developed by the industry, for the industry, it provides scientifically grounded guidance that helps ensure that fruit juices placed on the market meet high and harmonised standards.

A long-standing industry reference

The Code of Practice began in the 1970s with the German fruit juice association (VdF) setting analytical standards for juice composition, which later shaped a European-wide initiative. In 1989, when EU laws stopped defining juice specifications, the industry adopted and expanded the German standards under AIJN as Reference Guidelines and these remain central to today's Code.

Since its publication in the early 1990s, the Code has grown to cover many types of fruit and vegetable juices and it is updated regularly.

A science-based approach to quality

One of the defining features of the Code of Practice is its reliance on robust scientific data. The Reference Guidelines

> "Developed by the industry, for the industry

establish characteristic compositional ranges for juices, based on data collected across multiple production regions and over several harvest seasons.

This approach acknowledges that natural variability, driven by factors such as climate, agricultural practices and processing methods, is inherent to fruit-based products.

Supporting authenticity and controls

The Code of Practice is widely used by more than 300 stakeholders, including producers, traders, laboratories and control authorities. It also underpins the work of the European Juice Control System (EJCS), which monitors juice authenticity and quality across Europe.

Moreover, the European Commission recognises the AIJN Code of Practice as a relevant voluntary reference for self-regulation in the sector.

In addition to the Reference Guidelines, the Code of Practice includes a series of technical guidance documents addressing specific aspects of juice production and control. These cover areas such as hygiene practices, microbiological considerations and product-specific guidance.

A collective commitment

The development and maintenance of the Code of Practice are entrusted to the Code of Practice Expert Group (CoPEG), a specialised subgroup of the AIJN Technical Committee. The group brings together expertise from across the sector, ensuring that the Code remains both scientifically robust and practically relevant.

The value of the Code is reflected in strong user engagement. According to a recent survey, 81% of subscribers have been members for more than three years, highlighting long-term trust, while 96% report that the Code meets their needs well or very well, confirming its practical relevance.

> "81% of subscribers have been members for more than three years

Looking ahead

As the fruit juice sector continues to evolve, driven by changes in consumer expectations, sustainability considerations and regulatory developments, the need for reliable, science-based reference frameworks remains essential. In this context, the AIJN Code of Practice continues to provide a stable and credible foundation.

If you want to learn more please visit our website or contact ***christina.charmpi@aijn.eu***

Juice Summit 2026:
Registrations are now open

14-15 October 2026 • Brussels

The global fruit juice community will reunite this autumn for the 14th edition of Juice Summit, taking place on 14-15 October 2026 in Brussels. Organised by AIJN, IFU and SGF, the event remains the leading platform for dialogue, insight and networking across the sector. With registrations now open, participants are invited to secure their place at a dynamic and forward-looking edition.

A new setting in the heart of Europe

For the first time, Juice Summit will take place in Brussels, at the heart of European policymaking and a strategic hub for the agri-food sector. The setting underlines the growing impact of regulation, sustainability ambitions and global trade dynamics on the fruit juice industry.

An expanded programme with more opportunities to connect

Building on the success of previous editions, Juice Summit 2026 will feature an extended programme, following lunch on 14th October to create more time for content and networking from the outset.

Expect focused sessions on the sector's key challenges and opportunities, with more networking time built into the agenda to support deeper discussion and stronger connections.

Inspiring speakers and high-level discussions

The 2026 edition will once again bring together high-level speakers from across the globe, including industry leaders, policy experts and technical specialists.

Discussions will address the future of global fruit juice markets, sustainability and responsible sourcing, evolving EU regulatory frameworks, and innovation in products and processes.

Among the first confirmed speakers are Nick Canney, CEO, ***innocent drinks*** and Betty Chang, ***EUFIC*** on evolving consumer behaviours, and Aljan de Boer, TrendsActive on emerging food and beverage trends. More speakers and session details will be announced in the coming weeks.

> Juice Summit is renowned for its networking dimension, bringing together 450+ professionals from 30+ countries each year

A unique networking platform

Juice Summit is renowned for its networking dimension, bringing together **450+ professionals** from **30+ countries** each year. In 2026, the experience will be strengthened through two networking evenings, extended breaks and dedicated connection moments. A dedicated event app will help participants connect and organise meetings before and during the event.

New opportunities for sponsors

Juice Summit 2026 introduces enhanced sponsorship opportunities designed to maximise visibility and engagement throughout the event, with more networking touchpoints across the extended programme.

Companies interested in showcasing their brand, innovations and expertise are encouraged to explore the available packages via the Juice Summit website.

Secure your spot

As the sector navigates a rapidly evolving landscape, Juice Summit 2026 offers a unique opportunity to stay informed, exchange perspectives and help shape the future of the industry.

Registrations are now open - don't miss this key event.
The Juice Summit

If your association wishes to submit any event details or news items please email **emma@fruitjuicefocus.com**

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About Fruit Juice Focus
Fruit Juice Focus is published bi-monthly online and is circulated to its associated publication Juice Market's unique database of industry contacts across the globe as well as Juice Market subscribers and selected industry associations. This database has been researched and developed over the past 15 years. With a readership of over 4000+ per issue, Fruit Juice Focus targets company directors, procurement managers, traders, producers, importers/exporters, investment bankers, bottlers, packers, retailers, ingredient suppliers, shipping brokers, as well as high level decision makers in multinational supermarkets, drinks companies and juice associations. To advertise in Fruit Juice Focus or to submit editorial please contact Stefan Worsley as below. The next issue will be the July/August 2026 edition due for publication mid-July 2026.

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