



**Euromonitor
International**

Juice in the US

December 2025

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[Juice in the US - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

An unhealthy image, legislation and production issues beset juice

INDUSTRY PERFORMANCE

General downturn in juice consumption

Coconut and other plant waters adds dynamism to juice in the US

WHAT'S NEXT?

Juice to see an ongoing decline in off-trade consumption

AI to effect the whole lifecycle of juice in the US

Legislation and production challenges to dampen juice's prospects

COMPETITIVE LANDSCAPE

The Coca-Cola Co shows resilience in an ailing category

Vita Coco rides wave of coconut and other plant waters to maintain a fast growth trajectory

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Omnichannel retailers push e-commerce

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EXECUTIVE SUMMARY

Premiumisation and caution visible in soft drinks in the US

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INDUSTRY PERFORMANCE

Functional beverages witness rapid transformation

Affordability remains a key concern

Slower but significant new product development

WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends

Players to invest in innovation and marketing to gain a competitive edge

Climatic imprint on soft drinks

COMPETITIVE LANDSCAPE

The leading player innovates and premiumises its offer to stay ahead

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/juice-in-the-us/report.