



Juice in Australia

November 2025

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2025 DEVELOPMENTS

Health trends and consumer price consciousness affecting demand

INDUSTRY PERFORMANCE

Juice facing challenges as consumer preferences continue to evolve

Coconut and other plant waters grows strongly

WHAT'S NEXT?

Changing consumer expectations and consumption patterns posing a challenge for the juice category

Inherent health benefits of fruit juice can be aligned with overarching consumer health and wellness trends

Coconut water poised to maintain strong growth as it continues to enter the mainstream beverages space

COMPETITIVE LANDSCAPE

Brands consolidating market position amidst high maturity of the juice category

Nudie outperforming rivals

CHANNELS

Supermarkets dominates sales of juice

E-commerce experiencing rapid growth as consumers conduct grocery shopping online

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[Soft Drinks in Australia - Industry Overview](#)

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INDUSTRY PERFORMANCE

Persistent economic challenges

Functional beverages and health need states drive premium growth

Working to add value

WHAT'S NEXT?

Recovery in consumer spending to support growth

Health and wellness to be a key influence on innovation

Ongoing expansion of e-commerce

COMPETITIVE LANDSCAPE

Coca-Cola Europacific Partners remains the largest player

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