



Market Report

A Snapshot of your Marketing Sector

Juice Smoothie Bar

This pack has been designed to provide information on setting up a business in the **Juice Smoothie Bar** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **January 2026**.

What do I need to know about the Juice Smoothie Bar market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Under-35s and men drink all four drinks more often than older groups and women. Younger groups' typical 'sweet tooth' plays a role, as does [men's](#) stronger view of these drinks as good for hydration. The presence of children props up the use of these drinks among parents, highlighting the importance of families to the market. Among both 16-34s and 35-54s, those with children aged under 16 drink these drinks more often than those without (Mintel, *Fruit Juice, Juice Drinks and Smoothies UK*, July 2025).
- ◆ Over the five years through 2025-26, juice and smoothie bar revenue is estimated to grow at a compound annual rate of 10.9% to £106.8 million. Growing health consciousness is pushing sales – people are becoming more vigilant of the foods they consume. Juice bars offer a convenient and accessible way for people to incorporate fresh fruits, vegetables, and other nutritious ingredients into their diets. Many consumers have substituted other soft drinks with fruit juices and smoothies, as they are perceived as healthier. Brands have also continued to innovate menus to provide customers with on-trend flavours and ingredients, particularly surrounding functionality like protein or gut health. However, the added cost of these ingredients has weighed on profit, combined with negative supply shocks to fruit and vegetables and intense price competition from supermarkets. (IBISWorld, *Juice & Smoothie Bars*, December 2025).
- ◆ Industry revenue is projected to climb at a compound annual rate of 0.5% over the five years through 2030-31 to reach £530.2 million. This will be primarily driven by already popular health trends becoming increasingly more important to individuals as social media's influence and health consciousness continue to rise. Introducing newer products, like fruit and vegetable juice blends and daily juice shots, demonstrates the industry's willingness to adapt to consumer tastes and capitalise on emerging trends. As demand for these products continues to rise, so will revenue. However, the threat of climate change and global trade instability will dampen these growth opportunities, as input prices become increasingly more vulnerable. (IBISWorld, *Juice Production in UK*, April 2025).
- ◆ The national organisation for this industry is the [British Fruit Juice Association](#). Other industry bodies include [Scotland Food & Drink](#), [UK Hospitality](#), the [Food & Drink Federation](#), and the [British Soft Drinks Association](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBISWorld – Juice & Smoothie Bars (December 2025).** A 2025 survey by Opinium revealed that around 31% of UK adults have reduced their consumption of ultra-processed foods over the past year, with the leading categories being ready meals, processed meats, soft drinks and fast food. This highlights the trend toward healthy eating, which is expected to fuel sales for juices and smoothies. Additionally, this growing customer sentiment will be supported by household incomes recovering over the next five years as inflation subsides and spending power is restored. The Bank of England expects inflation to fall back to its 2% target in 2027, meaning that households will be able to spend more on luxury items like out-of-home juices. Together, these will fuel sales and revenue growth for juice and smoothie bars.
- ◆ **Statista - Fruit juice market in the United Kingdom.** This report presents a selected range of statistics and data about the fruit juice market in the United Kingdom. It gives an overview of the market and includes several chapters on topics such as consumption and consumer behaviour as well as manufacture, and international trade.
- ◆ **Statista - Functional drinks in the United Kingdom.** This statistics report presents a selected range of statistics and data about the functional beverages market in the United Kingdom. It contains several chapters on beverage segments such as coffee, tea, energy and sports drinks, diet drinks, as well as juices and smoothies.

There are also a number of online resources you may find helpful:

- ◆ **The Grocer** is an online magazine for the food and drink industry. You may find some useful articles and reports such as [Just what the doctor ordered? Trends in juices & smoothies 2025](#), published in March 2025.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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