



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 **May 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:

- ◆ **Global revenue in the Other Juice, Juice Mixtures & Smoothies Market is projected to reach US\$1.54bn in 2026.** Revenue is expected to show an annual growth rate (CAGR 2026-2030) of 3.99%, resulting in a projected market volume of US\$1.80bn by 2030. (Statista, *Market Insights: Juices*, March 2026).
- ◆ In 2024, **Fruit Juices** were the most popular variety of ready-to-drink fruit & vegetable juice and smoothies in the United Kingdom, with **an estimated 11.69 million consumers**. Contrastingly, **Vegetable Juices were the least preferred product type, with 1.23 million consumers**. (Statista, *Food & Nutrition*, June 2025).
- ◆ **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).
- ◆ In the **UK fruit juice market, orange juice generated the highest revenue**, reaching approximately **US\$1.45 billion**. In second place, other juice, juice mixtures & smoothies followed with about US\$995.23 million, while **apple juice ranked third with around US\$714.55 million**. (Statista, *Fruit Juice market in the United Kingdom*, 2025).
- ◆ Functional claims appeared on 15% of total juice launches in the 12 months to January 2026. Around **46% of all functional juices appeared in Europe**. The market for **functional shots is booming in the UK**. Brands are mixing innovative ingredients (eg ginger, turmeric) with complex flavours to attract health-conscious shoppers. **30% of shots launched from Feb 2021-Jan 2026 were launched in the 12 months to Jan 2026**. (Mintel, *A Year of Innovation in Juice & Juice Drinks*, March 2026).
- ◆ In **2024, the sales value of fermented beverages manufactured in the United Kingdom exceeded £1billion**. This represented the highest sales of the last 15 years. (Statista, *Functional Drinks in the United Kingdom*, 2024).
- ◆ 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.

- ◆ **Statista – Fruit Juice market in the United Kingdom (2025).** Consumer spending on fruit and vegetable juices and other soft drinks in the United Kingdom (UK) in 2024 reached just over £12 billion. Household final consumption expenditure of juices and soft drinks, excluding hot drinks, has continued to grow since 2016. In 2024, 1 Litre Bottles or Cartons were the most frequently recorded type of packaging regarding ready-to-drink fruit & vegetable juice and smoothies in the United Kingdom, with an estimated 7.25 million consumers. Contrastingly, Cans were the least frequently recorded packaging option, with 1.15 million consumers.
- ◆ **Statista – Functional Drinks in the United Kingdom (2024).** In 2025, the leading juice and smoothie brand by retail sales revenue in the United Kingdom (UK) was Innocent. That year, Innocent generated approximately £13.8 million in sales. The leading competitor, Tropicana, generated £13 million that year.
- ◆ **Mintel – Fruit Juice, Juice Drinks and Smoothies UK (July 2025).** 53% of UK adults think weekend breakfasts should be more of a treat than weekday breakfasts. The weekend breakfast remains a key occasion for fruit juice/smoothies as non-essentials, and for quality-led brands, in particular, to target. A focus on their rich flavours will chime, as being rich/flavourful is the primary quality seen to make a food/drink an indulgent treat. Tie-ups with premium or indulgent breakfast items can strengthen these drinks' connotations with 'treat' breakfasts, including through bundle deals.

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.
- ◆ **National Library of Scotland** – there is free access to Business Research resources after registration with the [library here](#). A relevant report from IBISWorld, *Juice & Smoothie Bars in the UK December 2025*, can be accessed in this way.
- ◆ **Food Manufacture.co.uk** – [Drinks Report 2026](#) – this overview report can be accessed by email registration.
- ◆ **Food & Drink Federation** – [Scottish Facts and Stats](#) - Scotland has a vibrant food and drink manufacturing industry - 14.6% of total UK food and drink manufacturing GVA; 10.8% of the UK's food and drink manufacturing turnover; 31.3% of total UK food and drink exports.

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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 contact us on 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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