

Juice in Canada

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice witnesses improved volume growth throughout the year
Not from concentrate (NFC) 100% juice continues to gather momentum
A Lassonde continues to lead thanks to its popular brand Oasis

PROSPECTS AND OPPORTUNITIES

Bumpy road ahead for juice as consumers spend less time in their homes
Interesting innovations in packaging and ingredients are likely to emerge
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Soft Drinks in Canada - Industry Overview

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