

Fruit juice still as popular as ever in Germany

Consumers in Germany still enjoy drinking fruit juice. Average per capita consumption was 33 litres last year (source: Verband der deutschen Fruchtsaft-Industrie e.V.). Thus demand remains stable. Chilled juices and smoothies, in particular, proved increasingly popular in 2016. These products – such as the new varieties in the hohes C hoch2 subrange – are favoured above all by younger consumers. According to the VDI, the trend toward high-quality fruit juices contributed to the overall increase in industry revenues.



Legende zur Grafik:

Konsum stabil – Verbraucher trinken gerne Saft	Consumption stable – Consumers enjoy drinking juice
33,9 Liter (usw.)	33.9 litres
Quelle	Source