

# 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  
Coconut and other plant waters offer strong growth potential

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