

Squash Drinks Market projected to achieve a CAGR of 3.67% to reach US\$1.293 billion by 2030

The squash drinks market is anticipated to grow at a CAGR of 3.67% from US\$1.080 billion in 2025 to US\$1.293 billion by 2030.

NEW YORK, NY, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- According to a new study published by Knowledge Sourcing Intelligence, the [Squash Drinks Market](#) is projected to grow at a CAGR of 3.67% between 2025 and 2030 to reach US\$1.293 billion by 2030.



Squash Drinks Market

The new trend in the squash drinks market is eco-friendly packaging to attract environmentally conscious consumers. In June 2023, Robinsons launched trials of super-strength squash in a new packaging concept, made with 89% plant-based materials. It is offered 60 servings per 500ml, with 85% less plastic per serving than the Robinsons-liter Double Concentrate bottle. With the higher squash concentration compared to its single or double

concentrate drinks, the carton is the equivalent of three single concentrate bottles resulting in significantly less packaging per serve. Robinsons Ecopack is one element of Britvic's positive packaging strategy.

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Moreover, technological innovations create new flavors, textures, and formulations significantly driving the market. Following this, Fruit Shoot (Britvic plc) entered the squash category with two flavors, Berry Galaxy (Strawberry and Blueberry) and Tropical Jungle (Orange and Mango) in June

2024. Fruit Shoot's latest product means retailers can offer parents a refreshing alternative to other [soft drinks](#).

Besides, the Carlsberg Group announced that its wholly owned subsidiary Carlsberg UK Holdings Limited completed the acquisition of the leading international soft drinks business Britvic plc to create a single integrated [beverage](#) company in the UK in July 2024. The combined business would be called Carlsberg Britvic. With this acquisition, Carlsberg strengthened its relationship with PepsiCo, becoming its largest bottling partner in Europe.

Access sample report or view details: <https://www.knowledge-sourcing.com/report/global-squash-drinks-market>

By distribution channel, the squash drinks market is segmented into two major categories, online and offline. The online segment is expected to grow significantly, by strong marketing campaigns and the expansion of online shopping. The focused digital marketing campaigns highlight health benefits, taste, and convenience that can drive consumer interest. The offline segment is further segmented into hypermarkets/supermarkets, convenience stores, and others. The offline segment plays a crucial role in the market penetration.

By base, the squash drinks market is segmented into citrus fruits, berries, tropical and exotic fruits, and mixed fruits. The top importers of citrus fruit, fresh or dried in 2023 are Germany with 5,779,730 kg, the Netherlands with 3,655,570 kg, the European Union with 2,906,010 kg, France with 2,733,550 kg, and Hungary with 4,675,820 kg.

Based on geography, the North American region of the Squash Drinks Market is growing significantly propelled by growing interest in unique and exotic flavors, and the presence of online sales platforms makes squash drinks more accessible to a wider audience. In 2023, the top importers of Raspberries, blackberries, mulberries, and logan are the United States with 245,325,000 Kg imports and Canada with 42,338,000 Kg imports. Further, the United States is one of the top exporters of apples with 730,115,000 Kg in 2023. Further, competition among brands drives innovation, quality improvement, and competitive pricing in the regional growth of the squash drinks market.

As a part of the report, the major players operating in the squash drinks market that have been covered are Nichols plc, Unilever plc, Carlsberg Breweries A/S (Tuborg Squash), The Coca-Cola Company, Britvic PLC. (Robinsons), Tovali Limited (Tovali), Suntory Group (Lucozade Ribena Suntory Ltd.), Harboe's Brewery (Harboe Squash Light), Sunquick, Hamdard, Tovali Limited, J Sainsbury plc., Jadli Foods (India) Pvt. Ltd., Apollo Fruit Products, and SHS Drinks (SHS Group).

The market analytics report segments the squash drinks market as follows:

- By Nature
 - o Regular
 - o Blended

- By Product
 - o Added Sugar
 - o No Added Sugar
- By Base
 - o Citrus Fruits
 - o Berries
 - o Tropical and Exotic Fruits
 - o Mixed Fruits
- By Distribution Channel
 - o Offline
 - Hypermarkets/Supermarkets
 - Convenience Stores
 - Others
 - o Online
- By Geography
 - North America
 - o USA
 - o Canada
 - o Mexico
 - South America
 - o Brazil
 - o Argentina
 - o Others
 - Europe
 - o Germany
 - o France
 - o United Kingdom
 - o Spain

- o Italy
- o Others

- Middle East and Africa

- o UAE
- o Saudi Arabia
- o Israel
- o Others

- Asia Pacific

- o China
- o India
- o Japan
- o South Korea
- o Indonesia
- o Thailand
- o Taiwan
- o Others

Companies Profiled:

- Nichols plc
- Unilever plc
- Carlsberg Breweries A/S (Tuborg Squash)
- The Coca-Cola Company
- Britvic PLC. (Robinsons)
- Tovali Limited (Tovali)
- Suntory Group (Lucozade Ribena Suntory Ltd.)
- Harboe's Brewery (Harboe Squash Light)
- Sunquick
- Hamdard
- Tovali Limited
- J Sainsbury plc.
- Jadli Foods (India) Pvt. Ltd.
- Apollo Fruit Products
- SHS Drinks (SHS Group)

Reasons for Buying this Report:-

- Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic

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Harsh Sharma

Knowledge Sourcing Intelligence LLP

+1 850-250-1698

info@knowledge-sourcing.com

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