

# Role of 100% Fruit Juice in the UK Diet



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Widespread media coverage on the negative effects of sugar in the diet focused the nation's attention on this nutrient as never before. However, public confusion about 'free sugars', as well as worries about sugar in fruit and products seen as healthier options, led to unexpected behavioural shifts. Market analysis from Kantar Worldpanel, which tracks shopping habits, reported a temporary fall in purchases of 100% fruit juice, breakfast cereals and yogurt, but no change in biscuits, cakes, confectionery and sugar-containing soft drinks - i.e. those food groups that contribute most free sugars in the diet. This suggests that consumers need more guidance on sugar reduction, particularly how to put the natural sugar content of some foods in context with their contribution to a balanced diet.

This article will look in more detail at 100% fruit juices (FJ) and, using the latest National Diet and Nutrition Survey (NDNS)<sup>1</sup>, will examine what they contribute to the UK diet.

## NDNS overview

The NDNS is a rolling programme of cross-sectional surveys carried out annually and designed to be representative of the UK. When several years of data are combined, as they were in 2014, records are available for more than 6000 individuals aged from 1½ to 99 years. Dietary data are based on four-day unweighed food records with tools for estimating portion size. While this method has limitations, the NDNS remains the best available source of dietary information.

The years 5-6 NDNS update, published in 2016, provides information on 1288 adults and 1258 children collected in 2012-14. All the macronutrients were reported plus vitamin A, riboflavin (vitamin B2), folate, vitamin D, iron, calcium, magnesium, potassium, iodine, selenium and zinc. These micronutrients were selected as significant populations have intakes which fall below the Lower Reference Nutrient Intake (LRNI). **Table One** summarises key findings from the new NDNS.