

FRUIT BEVERAGES IN THE U.S. THROUGH 2023: EXCEL DATA SET

2018 EDITION (To be published June 2019. Data through 2018.
Market projections through 2023.) Excel Format

Against a backdrop of topline global trends, this report provides in-depth coverage of the U.S. fruit beverage market and its key sub-segments including juices, juice blends, fruit drinks, refrigerated, shelf stable, concentrates and organic, trends by brand, flavors and packaging. It also breaks out nectars and super-premium juice, from-concentrate and not-from-concentrate juice. Five-year U.S. market forecasts are provided.

AVAILABLE FORMAT & PRICING

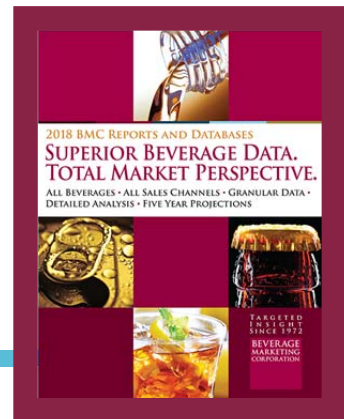


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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

This report includes five-year forecasts, making it an ideal tool for spotting trends and opportunities in the fruit beverages industry and determining where to focus future resources for maximum success. Questions answered in this in-depth market report include:

- Which companies and brands in the United States experienced growth in 2017 and which did not?
- How do the past, current and future shelf stable trends stack up vs. chilled trends?
- How much fruit juice is consumed per capita in the United States? How has this changed in recent years?
- How have the various market segments performed in 2018, and how are they like to develop over the next five years?
- How do from concentrate trends (FC) differ from not-from-concentrate (NFC) trends and what will each market look like in 2023?
- Which flavors of fruit beverages are growing the fastest? How will flavor by flavor market share trends shift over the next five years? How will fruit drink flavor trends differ from pure fruit juice trends?
- Which nations ship the most fruit juices to the U.S. and where are the leading destinations for U.S. juice?
- Which segment of the market is expected to perform better through 2023 - juices or drinks?

THIS FRUIT BEVERAGES RESEARCH REPORT FEATURES

The report surveys the landscape of this stalwart beverage category, with volume, retail dollar, wholesale dollar and per capita consumption figures. In this extensive body of industry research, get an in-depth look at the leading companies and brands in the category.

All aspects of the market are considered, including segmentation by package size, distribution channels, flavor and processing method. Powdered and organic statistics are included along with advertising and demographic data. Powered by Beverage Marketing's reliable, all-sales-channel-inclusive data, users get a thorough understanding of all facets of the market including:

- Historical and current statistics and BMC's exclusive projections on multiple facets of the market.
- A regional look at the U.S. marketplace, with past, current and future volume and growth of fruit juice and fruit drinks are broken out for ready comparison.
- Detailed company and brand sales and volume data. Coverage includes PepsiCo/Tropicana Products, Coca-Cola/Minute Maid, Ocean Spray, Keurig Dr Pepper, Florida's Natural Growers, Welch's, Brynwood Partners (Juicy Juice and Sunny Delight), The Kraft Heinz Company, Tree Top and Apple & Eve.
- Data detailing trends in shelf-stable, from-concentrate and not-from-concentrate juices, frozen concentrate and chilled, ready-to-serve fruit beverages, nectars and super-premium juice through 2023.
- An in-depth look at fruit juice and drink volume by flavor and container type through 2023.
- Statistics of imported and exported fruit juices by flavor and country of origin and country of destination.

- Advertising expenditures of the leading companies and a look at category spending by media type (including internet advertising).
- Consumer demographic profiles comparing consumers of key brands.
- An overview of the powdered and organic fruit beverages segments and the key players.
- Five-year projections for the fruit beverage market including sub-segments, flavor trends, packaging, regional trends, expectations by sales channel and more.

NOTE: The 2018 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2018 edition you receive will have updated data through 2018 and projections through 2023 where applicable.

U.S. Fruit Beverages through 2022

August 2018



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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One of the more exciting developments in the fruit beverage marketing over the last several years has been the emergence of superfruits. While superfruits have been known for decades, POM Wonderful brought the concept to a wider audience with its pomegranate juices.

- It is well known that energy drink marketers have convinced consumers to buy into the efficacy of liquid energy boosts. What is not as often talked about is the seeming mania for antioxidants. One reason may be that energy drinks are more brashly marketed to their youthful target audience than antioxidant beverages are to the older people that comprise its audience.
- POM Wonderful was able to quench a consumer desire via an antioxidant juice that had eye-catching packaging and a hip positioning. Its success spurred others in the industry to introduce their own pomegranate SKUs.
- Meanwhile, some well-known fruits have been laying claims to superfruit status, as evidenced by Sunsweet's marketing messages on prunes. The Cherry Marketing Institute, a trade group of tart cherry growers and processors, also has pursued the superfruit angle, averring cherries' anti-inflammatory properties. This has dovetailed with the increasingly accepted theory that inflammation is a key factor for conditions as serious as cancer and heart disease.
- Ocean Spray has thus supplemented its Cran-Cherry fruit drink with several other cherry products. Tree Top's Northwest Naturals unit produces cherry juice concentrates for use in juices and juice drinks. Cheribundi is a small entrepreneurial brand that is making strides in the space.
- It can even be argued that these superfruit juices have stolen some share from orange juice now that the latter has become less affordable.

The launch of Trop50 had observers watching to see whether the diet fruit beverage segment would finally take off.

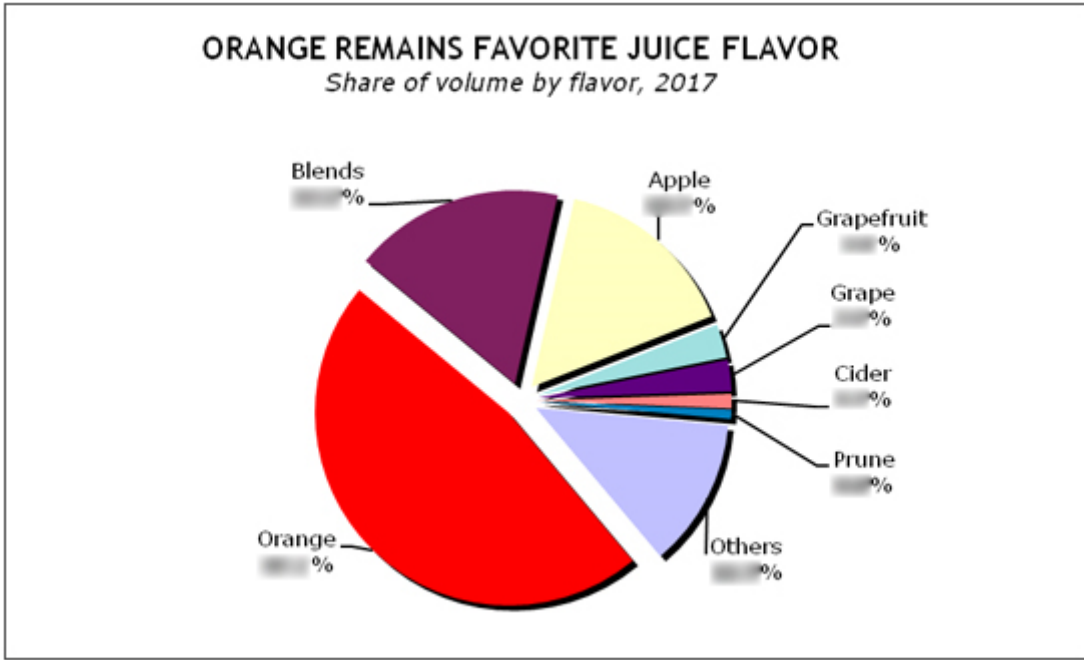
- Reduced-calorie products have traditionally formed a much lower proportion of the fruit beverage than of the carbonated soft drink (CSD) market. But with the Food and Drug Administration's approval of stevia-based rebaudioside A (Reb A) for use in foods and beverages led to the introduction of Reb A-sweetened Trop50 in 2009. The product has been fairly successful in its first nine years, although sales have gone sideways in the past seven years. Reb A also found its way into Coca-Cola's Odwalla superpremium juice brand. PepsiCo also snuck it into several SoBe flavors.

**CHILLED, READY-TO-SERVE JUICE FLAVORS
SHARE OF VOLUME
2012 – 2022(P)**

Flavor	2012	2013	2014	2015	2016	2017	2022(P)
Orange	35.0%	34.5%	34.0%	33.5%	33.0%	32.5%	32.0%
Blends	15.0%	15.5%	16.0%	16.5%	17.0%	17.5%	18.0%
Grapefruit	10.0%	10.5%	11.0%	11.5%	12.0%	12.5%	13.0%
Apple	8.0%	8.5%	9.0%	9.5%	10.0%	10.5%	11.0%
Cider	3.0%	3.5%	4.0%	4.5%	5.0%	5.5%	6.0%
Grape	2.0%	2.5%	3.0%	3.5%	4.0%	4.5%	5.0%
Other	27.0%	27.5%	28.0%	28.5%	29.0%	29.5%	30.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(P) Projected

Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation