U.S. FRUIT BEVERAGES TOPLINE


This topline report provides a brief overview of the fruit beverage category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the sector.

AVAILABLE FORMAT & PRICING

Direct Download

$995

To learn more, to place an advance order or to inquire about additional user licenses call: Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com

INSIDE:

REPORT OVERVIEW
A brief discussion of key features of this report. 2

TABLE OF CONTENTS
A detailed outline of this report’s contents and data tables. 6

SAMPLE TEXT AND INFOGRAPHICS
A few examples of this report’s text, data content layout and style. 7

HAVE QUESTIONS?
Contact Charlene Harvey: 212-688-7640 x 1962 charvey@beveragemarketing.com

FOR A FULL CATALOG OF REPORTS AND DATABASES, Go To bmcreports.com

Beverage Marketing Corporation
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255
The answers you need

U.S. Fruit Beverages Topline offers a concise summary of the overall fruit juice market. Questions answered include:

- How much fruit juice is consumed per capita in the United States, how has this changed in recent years, and what trends are behind these developments?

- How did various market segments perform in 2018, and how are they likely to develop in the future?

- How much of the fruit juice consumed in the United States is imported? How much fruit juice is exported?

- Which fruit beverage brands have the biggest shares of fruit beverage revenues?

- What is the share of the fruit beverage market held by the principal distribution channels?

- Which segment of the market is expected to perform best by 2023 - juice or drinks?

This report features

The Fruit Beverage Topline contains key information and identifies important trends concerning the U.S. industry. It features category volume, wholesale dollar sales and per capita consumption data, leading brand market shares and five-year projections.
U.S FRUIT BEVERAGES TOPLINE
U.S. Fruit Beverages
Topline
July 2019

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

THE U.S. FRUIT BEVERAGE MARKET
The National Fruit Beverage Market----------------------------------------------- 1
  • Volume--------------------------------------------------------------- 1
  • Per Capita Consumption ----------------------------------------------- 3
  • Recent Trends in the Fruit Beverage Market----------------------------------- 4

Exhibits
1  U.S. Fruit Beverage Market Volume and Growth 1980 – 2023---------------------- 7
2  U.S. Fruit Beverage Market Segments Volume 2013 – 2023---------------------- 8
3  U.S. Fruit Beverage Market Segments Share of Volume 2013 – 2023-------------- 9
4  U.S. Fruit Beverage Market Segments Change in Volume 2014 – 2023------------ 10
5  U.S. Fruit Beverage Market Per Capita Consumption 1980 – 2023--------------- 11
6  U.S. Fruit Beverage Market Segments Per Capita Consumption 1992 – 2023------- 12
7  U.S. Fruit Juice and Drink Market Per Capita Consumption by Region 2013 – 2023 -- 13
8  Fruit Beverage Market Share by Segment 2013 – 2023-------------------------- 14
9  Imported Fruit Juice Gallonage as a Percentage of the Total Domestic Juice Market 1991 – 2018--------------------------------------------------------------- 15
10 Exported Fruit Juices All Countries and Flavors 1987 – 2018------------------- 16
11 Leading U.S. Fruit Beverage Brands Share of Estimated Producers’ Revenues 2014 – 2018--------------------------------------------------------------- 17
12 U.S. Fruit Beverage Market Share of Estimated Volume by Distribution Channel 2013 – 2023--------------------------------------------------------------- 18
13 Powdered Fruit Drink Market Volume and Retail Sales 1983 – 2023----------- 19

Appendix

A. U.S. Population by Region 1979 – 2018-------------------------------------- 21
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 decade, although sales have gone sideways in the past eight years. Reb A also found its way into Coca-Cola’s Odwalla superpremium juice brand. PepsiCo also snuck it into several SoBe flavors.
U.S. FRUIT BEVERAGE MARKET SEGMENTS
SHARE OF VOLUME
2013 – 2023(P)

<table>
<thead>
<tr>
<th>Segments</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2023(P)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit Juices</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit Drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(P) Projected
Source: Beverage Marketing Corporation; Florida Department of Citrus

FRUIT BEVERAGE MARKET
SHARE BY SEGMENT
2013 – 2023(P)

<table>
<thead>
<tr>
<th>Types</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2023(P)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelf-Stable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilled, Ready-to-Serve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frozen Concentrate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(P) Projected
Source: Beverage Marketing Corporation; Florida Department of Citrus