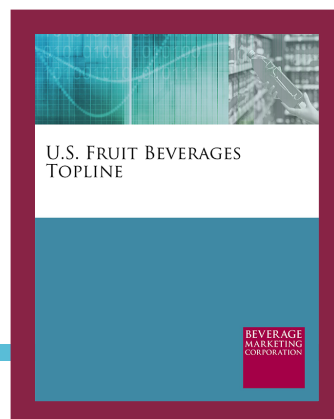


U.S. FRUIT BEVERAGES TOPLINE

2019 EDITION (Published August 2020. Data through 2019.

Market projections through 2024.) More than 15 pages, with text analysis tables and charts.



This topline report provides a brief overview of the fruit beverage category, including the impact of covid-19, 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.

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**HAVE
QUESTIONS?**

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

**BEVERAGE
MARKETING
CORPORATION**

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 2019, and how are they like 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 2024 - 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

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U.S. Fruit Beverages Topline August 2020

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While beverage forecasts are always subject to unknowns, the covid-19 episode has proven to be enough of a wildcard to warrant discussion.

- One factor is perceived *prophylactic* benefits as it relates to covid-19. Thus, sales of zinc supplements and vitamin C have soared as consumers seek to stockpile immune boosters. Thus, even though premium orange juice is not shelf-stable, sales of this beverage – which had declined in recent years due to concerns over sugars and carbohydrates – has suddenly enjoyed a renaissance due to its perceived immunity-boosting vitamin C content. There is also a suggestion that consumers are returning to “comfort brands” they knew as kids, and certainly brands such as Tropicana Pure Premium fit that bill.
- Indeed, overall fruit beverage volume is up in the first half due to the reasons mentioned above, as well as the results of “cocooning” in which people are staying at home more whether in terms of telecommuting or watching streaming services (instead of going out to the movies or attending concerts or sporting contests).

Exhibit 4

U.S. FRUIT BEVERAGE MARKET SEGMENTS
CHANGE IN VOLUME
2015 – 2024(P)

	CAGR					
Segments	2014/15	2015/16	2016/17	2017/18	2018/19	2019/24(P)
Fruit Juices	■ %	■ %	■ %	■ %	■ %	■ %
Fruit Drinks	■ %	■ %	■ %	■ %	■ %	■ %
TOTAL	■ %	■ %	■ %	■ %	■ %	■ %

(P) Projected

CAGR: Compound annual growth rate

Source: Beverage Marketing Corporation; Florida Department of Citrus

**FRUIT BEVERAGE MARKET
SHARE BY SEGMENT
2014 – 2024(P)**

Types	2014	2015	2016	2017	2018	2019	2024(P)
Shelf-Stable	████ %	████ %	████ %	████ %	████ %	████ %	████ %
Chilled, Ready-to-Serve	████ %	████ %	████ %	████ %	████ %	████ %	████ %
Frozen Concentrate	████ %	████ %	████ %	████ %	████ %	████ %	████ %
TOTAL	████ %	████ %	████ %	████ %	████ %	████ %	████ %

(P) Projected

Source: Beverage Marketing Corporation; Florida Department of Citrus