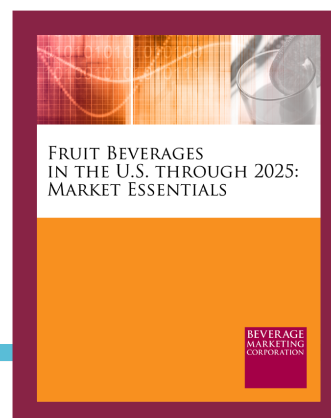


# FRUIT BEVERAGES IN THE U.S. THROUGH 2025: MARKET ESSENTIALS

**2020 EDITION** (Published July 2021. Data through 2020.

Market projections through 2025.) More than 175 Excel tables plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.



**A**gainst 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. It also breaks out nectars and superpremium juice. Five-year U.S. market forecasts are provided.

The report presents the data in Excel spreadsheets, which it supplements with an executive summary highlighting key developments including the upheaval brought on by the coronavirus pandemic as well as a detailed discussion of the leading fruit beverage companies.

## AVAILABLE FORMAT & PRICING



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**HAVE  
QUESTIONS?**

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## THE ANSWERS YOU NEED

This year's edition includes five-year forecasts on a broad range of topics, making it an even better 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 2020 and which did not?
- How much fruit juice is consumed per capita in the United States and how has this changed in recent years?
- How did the various market segments perform in 2020, and how are they like to develop over the next five years?
- Which nations ship the most fruit juices to the U.S. and where are the leading destinations for U.S. juice?
- 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 segment of the market is expected to perform better through 2025 — 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.

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. Backed by Beverage Marketing's reliable, all-sales-channel-inclusive data, readers 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 look at the U.S. regional markets, with past, current and future volume and growth of fruit juice and fruit drinks.
- Detailed profiles and analysis of the leading companies and brands, discussions of their marketing activities and distribution strategies as well as 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, The Wonderful Company and Apple & Eve.
- Data on shelf-stable, from-concentrate and not-from-concentrate juices, frozen concentrate and chilled, ready-to-serve fruit beverages, nectars and superpremium juice through 2025.
- Fruit juice and drink volume by flavor and container type through 2025.
- Statistics on 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, regions, sales channel and more.



# FRUIT BEVERAGES IN THE U.S. THROUGH 2025: MARKET ESSENTIALS

BEVERAGE  
MARKETING  
CORPORATION

# Fruit Beverages in the U.S. through 2025: Market Essentials

July 2021

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

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Although the entity is known as Simply Orange Juice Company, it has branched out to non-orange juices and drinks.

- In February 2006, Minute Maid added two chilled drinks to the Simply range: Simply Lemonade and Simply Limeade. Both are packaged in 52-ounce clear PET carafes. In early 2009, it added Simply Lemonade with Raspberry in the same package sizes. (Simply Lemonade and Simply Lemonade with Raspberry also come in 89-ounce jugs.)
- In September 2007, the company debuted Simply Apple and Simply Grapefruit in 59-ounce carafes. September 2008 saw the debut of two orange juice blends, Simply Orange with Mango and Simply Orange with Pineapple in the multi-size carafe. Simply Apple and Simply Orange with Mango are packaged in 11.5-ounce bottles as well.
- In March 2012, Coke debuted Simply Cranberry Cocktail and Simply Lemonade with Mango. The latter has been excised. Simply Cranberry Cocktail is packaged in 11.5-, 52- and now 32-ounce bottles. It contains 27% juice, just like the leading brand in that flavor segment.
- In January 2013, yet three more Simply varieties made their debut: Simply Orange with Banana, Simply Orange with Tangerine and Simply Lemonade with Blueberry. All were packaged in 52-ounce bottles. The former two were discontinued in 2019.
- In 2015, Simply Fruit Punch, Simply Tropical Juice Drink and Simply Mixed Berry Juice Drink made their debuts. The latter two come in 52-ounce bottles only, while the former is also packaged in 11.5-ounce bottles.
- In February 2017, Coca-Cola Company bowed Simply Lemonade with Strawberry and Simply Peach Juice Drink. Both come in 52-ounce carafes, while Simply Peach Juice Drink also is packaged in 11.5-ounce bottles.
- In May 2018, Coke debuted a new Simply Light line — in Lemonade, Lemonade with Raspberry, Pulp Free Orange Juice and Orange with Calcium & Vitamin D — with 50% to 75% less sugar than comparable full-calorie products. The stevia-laced fruit drinks are available in 52-ounce carafes, with two of the flavors also in 11.5-ounce bottles. The launch was supported by a marketing campaign entitled “The Best Things In Life are Made Simply.” A later addition — Light Lemonade with Tea —did not endure.
- In 2019, the Simply Juice Drinks line saw the launch of Simply Watermelon Juice Drink in 11.5- and 52-ounce bottles.

**U.S. FRUIT BEVERAGE MARKET  
SHARE OF VOLUME BY REGION  
2015 – 2025(P)**

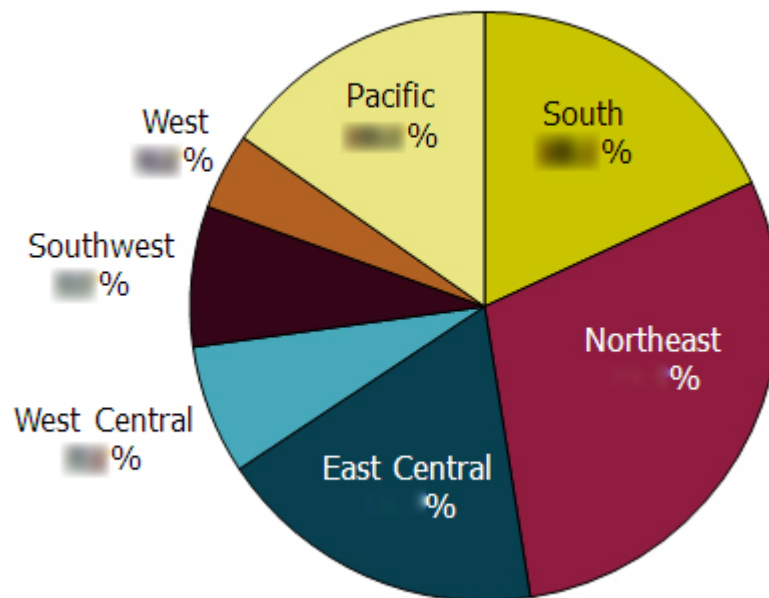
Region	2015	2016	2017	2018	2019	2020	2025(P)
Northeast	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
South	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
East Central	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
Pacific	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
Southwest	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
West Central	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
West	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

(P) Projected

Note: Excludes powdered fruit drink mixes.

Source: Beverage Marketing Corporation

**Fruit Beverage Regional Volume Shares  
2020**



Source: Beverage Marketing Corporation