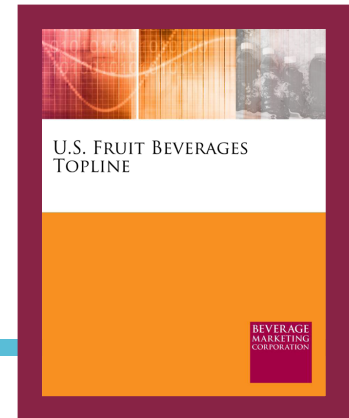


U.S. FRUIT BEVERAGES TOPLINE

2020 EDITION (To be published July 2021. Data through 2020. Market projections through 2025.) More than 15 pages, with text analysis tables and charts.



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. Includes an executive summary of key trends including discussion of the impact of the coronavirus pandemic.

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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?

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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 2020, 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 2025 - 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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NOTE: The 2020 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 2020 edition you receive will have updated data through 2020 and projections through 2025 where applicable.

U.S. Fruit Beverages Topline August 2020

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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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Contents

Table of Contents

TABLE OF CONTENTS

TABLE OF CONTENTS ----- i

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 – 2024----- 5

2 U.S. Fruit Beverage Market Segments Volume 2014 – 2024 ----- 6

3 U.S. Fruit Beverage Market Segments Share of Volume 2014 – 2024 ----- 7

4 U.S. Fruit Beverage Market Segments Change in Volume 2015 – 2024 ----- 8

5 U.S. Fruit Beverage Market Per Capita Consumption 1980 – 2024----- 9

6 U.S. Fruit Beverage Market Segments Per Capita Consumption 1992 – 2024 ----- 10

7 U.S. Fruit Juice and Drink Market Per Capita Consumption by Region 2014 – 2024 -- 11

8 Fruit Beverage Market Share by Segment 2014 – 2024 ----- 12

9 Imported Fruit Juice Gallonage as a Percentage of the Total Domestic Juice Market
1991 – 2019 ----- 13

10 Exported Fruit Juices All Countries and Flavors 1987 – 2019----- 14

11 Leading U.S. Fruit Beverage Brands Share of Estimated Producers’ Revenues
2015 – 2019 ----- 15

12 U.S. Fruit Beverage Market Share of Estimated Volume by Distribution Channel
2014 – 2024 ----- 16

13 Powdered Fruit Drink Market Volume and Retail Sales 1983 – 2024 ----- 17

14 Organic Fruit Beverage Market Estimated Volume and Change 2002 – 2024----- 18

Appendix

A. U.S. Population by Region 1980 – 2019----- 19

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)**

Segments	CAGR					
	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