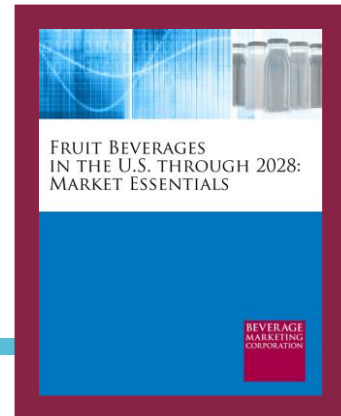


FRUIT BEVERAGES IN THE U.S. THROUGH 2028: MARKET ESSENTIALS

2024 EDITION (Published August 2024. Data through 2023. Market projections through 2028.) More than 175 Excel tables plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.



Squeeze every last drop of fruit juice and drink market insight. Against a backdrop of topline global fruit beverage trends, this report from Beverage Marketing Corporation 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 and offers other key splits such as flavor by type, distribution channel break-outs, not-from-concentrate vs. from-concentrate, etc. Company and brand data is provided. Includes consumer demographics, ad expenditures and more. Five-year U.S. market forecasts are provided for the fruit beverage category and its sub-segments, flavors, packaging, regions, sales channels data etc.

The report presents the data in Excel spreadsheets, which it supplements with an executive summary highlighting key developments and a detailed discussion of the leading fruit beverage companies. Also includes coverage of powdered fruit drinks and the organic fruit beverage markets.

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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 2023 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 does this compare to fruit drink consumption?
- How did the various market segments perform in 2023, and how are they like to develop over the next five years?
- 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? How will shelf stable flavor trends differ from chilled?
- Which segment of the market is expected to perform better through 2028 – juices or drinks?
- Which nations ship the most fruit juices to the U.S. and where are the leading destinations for U.S. juice?

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 Tropicana (now majority owned by PAI), PepsiCo, 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 Lassonde Industries and more.
- Company and brand historical and current data includes: **Coca-Cola/Minute Maid brands:** Minute Maid, Simply Orange, Minute Maid Single-Serve, Hi-C, Honest Juice Drinks, Five Alive etc; **PAI Brands:** Tropicana Pure Premium, Tropicana Value/Cold-fill, Naked Juice, Tropicana Chilled Drinks, Tropicana Light (formerly Trop50), Dole Chilled, Tropicana and Dole Frozen Concentrate, Tropicana 100% Chilled Juice; **Refresco;** **Ocean Spray;** **Keurig Dr Pepper brands:** Hawaiian Punch (Warehouse), Snapple, Mott's, Hawaiian Punch (DSD), Mystic, Nantucket Nectars, etc; **Kraft brands:** Capri Sun, Kool-Aid, Country Time; **Harvest Hill brands:** Sunny D, Juicy Juice, Veryfine; **Florida's Natural Growers;** **Welch's;** **Roll International (POM Wonderful);** **Bolthouse;** **Arizona Juice;** **Apple & Eve/Northland;** **Martinelli;** **Calypso;** **Tree Top;** **PepsiCo brands:** Twister, Lipton Brisk Juice Drinks, Dole Single-Serve, Lipton Brisk Lemonade, SoBe; **Tampico;** **Old Orchard** and **Bug Juice**.
- 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 2028.

- Fruit juice and drink volume by flavor and container type through 2028.
- 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 channels and more.



FRUIT BEVERAGES IN THE U.S. THROUGH 2028: MARKET ESSENTIALS

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Fruit Beverages in the U.S. through 2028: Market Essentials

August 2024

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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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In addition to Cranberry Juice Cocktail, Ocean Spray has introduced several other cranberry juice drinks throughout the decades, such as Cran-Cherry in the 1990s.

- Other cranberry drink blends include Cran-Apple, Cran-Grape, Cran-Raspberry and Cran-Pomegranate. In 2012, the cooperative debuted Cran-Lemonade in 64-ounce PET bottles. Cran-Mango saw its debut in 2014. In 2016 and 2018, respectively, Cran-Pineapple and Cran-Blackberry entered the portfolio. The latter, as well as Cran-Strawberry, was discontinued more than a year ago.
- Making its 2019 debut was Cran-Tropical, which mixes cranberry, mango, guava and orange. 2020 saw the introduction of Cran-Watermelon.
- In fall 2023, the cooperative introduced a limited-edition Cran-Dragon Fruit variety in 60-ounce bottles. It is still listed on its website.
- A once-promising product to come out of Ocean Spray's innovation pipeline was White Cranberry Juice Cocktail, which was first introduced on a limited basis in September 2001.
- White cranberries, according to the cooperative, are simply red cranberries picked two to three weeks earlier, before they fully ripen. They are less tart than their red counterparts and produce a milder juice, and the company's hope was that the new product would attract people who normally do not drink cranberry juice.
- White cranberry juice purportedly has the same health benefits as red cranberry juice. Because of its pale, transparent color it is attractive to mothers, according to Ocean Spray, because it will not stain clothing. While mothers have liked the product, as expected, reportedly so have bartenders that use the clear product as a mixer for Cosmopolitans and other trendy mixed drinks.
- The drink, which spent five years in various stages of development, was initially made available in three flavors: White Cranberry, White Cranberry & Strawberry and White Cranberry & Peach. All pack 100% of the daily allowance of vitamin C per serving.
- Despite providing an incremental bump in sales, white cranberry appeared to have fulfilled its potential. Subsequent augmentations to the line — Light White Cranberry, White Cranberry Wildberry and White Cranberry Premium 100% Juice Blend — did not endure.
- In 2018, Ocean Spray debuted Pink Cranberry Juice Cocktail in 64-ounce bottles. It is made from the juice of pink, white and red cranberries. The company would donate up to \$250,000 from sales of pink cranberry drinks, including a light version (which is no longer sold), to the National Breast Cancer Foundation. 2020 saw the debut of Pink Cranberry Passionfruit Juice Drink, but this was later discontinued.

**U.S. FRUIT BEVERAGE MARKET
SHARE OF VOLUME BY REGION
2018 – 2028(P)**

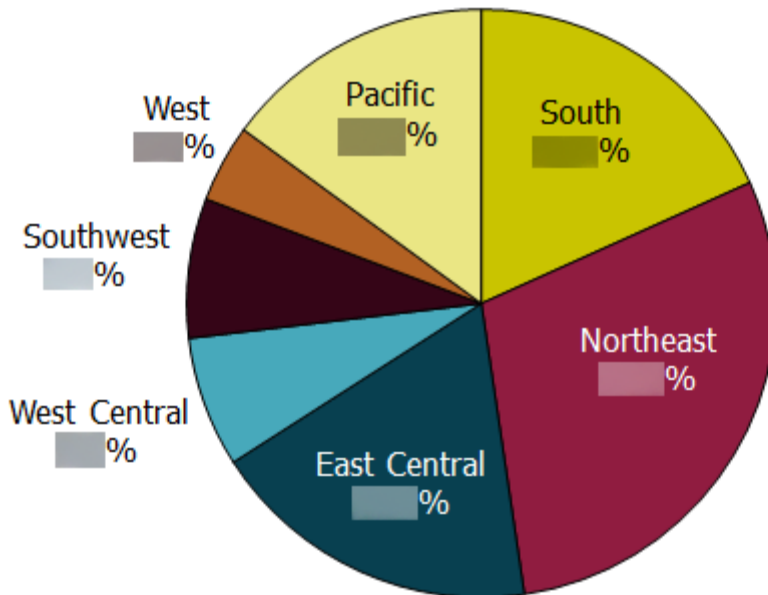
Region	2018	2019	2020	2021	2022	2023	2028(P)
Northeast	22%	22%	22%	22%	22%	22%	22%
South	18%	18%	18%	18%	18%	18%	18%
East Central	15%	15%	15%	15%	15%	15%	15%
Pacific	12%	12%	12%	12%	12%	12%	12%
Southwest	8%	8%	8%	8%	8%	8%	8%
West Central	7%	7%	7%	7%	7%	7%	7%
West	6%	6%	6%	6%	6%	6%	6%
TOTAL	100%	100%	100%	100%	100%	100%	100%

(P) Projected

Note: Excludes powdered fruit drink mixes.

Source: Beverage Marketing Corporation

**Fruit Beverage Regional Volume Shares
2023**



Source: Beverage Marketing Corporation