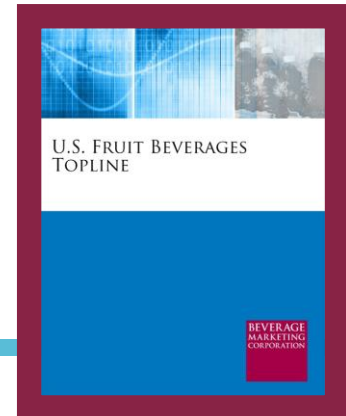


U.S. FRUIT BEVERAGES TOPLINE

2024 EDITION (Published October 2024. Data through 2023.
Market projections through 2028.) More than 15 pages, with text analysis
tables and charts.



Quick facts. 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 covid-19 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 and fruit drink 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 2023, 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 volume?
- 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 2028 – juice or drinks?

THIS REPORT FEATURES

The *U.S. 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 October 2024



RESEARCH • DATA • CONSULTING

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 1985 – 2028----- 5

2 U.S. Fruit Beverage Market Segments Volume 2018 – 2028 ----- 6

3 U.S. Fruit Beverage Market Segments Share of Volume 2018 – 2028 ----- 7

4 U.S. Fruit Beverage Market Segments Change in Volume 2019 – 2028 ----- 8

5 U.S. Fruit Beverage Market Per Capita Consumption 1980 – 2028----- 9

6 U.S. Fruit Beverage Market Segments Per Capita Consumption 1992 – 2028 ----- 10

7 U.S. Fruit Juice and Drink Market Per Capita Consumption by Region 2018 – 2028 -- 11

8 Fruit Beverage Market Share by Segment 2018 – 2028 ----- 12

9 Imported Fruit Juice Gallonage as a Percentage of the Total Domestic Juice Market
1991 – 2023 ----- 13

10 Exported Fruit Juices All Countries and Flavors 1987 – 2023----- 14

11 Leading U.S. Fruit Beverage Brands Share of Estimated Volume 2019 – 2023----- 15

12 U.S. Fruit Beverage Market Share of Estimated Volume by Distribution Channel
2018 – 2028 ----- 16

13 Powdered Fruit Drink Market Volume and Retail Sales 1983 – 2028 ----- 17

14 Organic Fruit Beverage Market Estimated Volume and Change 2002 – 2028----- 18

Appendix

A. U.S. Population by Region 1983 – 2023----- 19

The fruit beverage market does not see many product introductions in any given year. Despite spotty performance of lower-sugar fruit beverages, the main area of innovation lately has been zero- and reduced-sugar varieties.

- Welch’s introduced three shelf-stable Welch’s Zero Sugar varieties, as well as two zero-sugar refrigerated cocktails and Light White Grape Juice Beverage. Rival Ocean Spray bowed two Ocean Spray Zero Sugar fruit drinks.
- PAI Partners, which owns Tropicana and others via its Tropicana Brands Group, bowed three Lower Sugar varieties under its Naked Juice line.
- Meanwhile, Ocean Spray tapped into the premium fruit beverage space with a separate brand called Revl Fruits that has 25% less sugar (due to a “splash of coconut juice”) and is packaged in 32-ounce Tetra Pak cartons.
- Keurig Dr Pepper’s bowed Mott’s Active with a sports drink positioning like Kraft’s defunct Capri Sun Sport subline.

Exhibit 3

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

Segments	2018	2019	2020	2021	2022	2023	2028(P)
Fruit Juices	███ %	███ %	███ %	███ %	███ %	███ %	███ %
Fruit Drinks	███ %	███ %	███ %	███ %	███ %	███ %	███ %
TOTAL	███ %	███ %	███ %	███ %	███ %	███ %	███ %

(P) Projected

Source: Beverage Marketing Corporation; Florida Department of Citrus