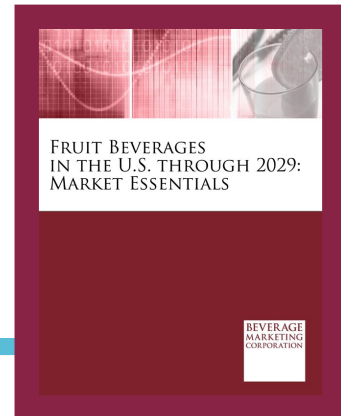


FRUIT BEVERAGES IN THE U.S. THROUGH 2029: MARKET ESSENTIALS

2025 EDITION (August 2025. Data through 2024. Market projections through 2029.) More than 185 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 market research 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. A section exploring the powdered fruit drink market is also provided. Company and brand data is provided. This comprehensive market report also includes consumer demographics, ad expenditures a look at the regional market, packaging, pricing, imports 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 study 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.

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**HAVE
QUESTIONS?**

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MARKETING
CORPORATION**

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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 2024 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 2024, 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 2029 – 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, Castillo Hermanos (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, etc.; **Tropicana Brands Group:** 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 2029.

- Fruit juice and drink volume by flavor and container type through 2029.
- 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 2029: MARKET ESSENTIALS

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Fruit Beverages in the U.S. through 2029: Market Essentials

August 2025

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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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Not surprisingly, Ocean Spray offers beverages for the diet conscious.

- About two years ago, the Light cranberry juice drinks were renamed from Light Juice Drinks to Cran50 to reflect their calorie count per eight-ounce serving. Flavors remained the same: Cranberry, Cranberry & Concord Grape and Cranberry & Raspberry. Within the past year, the line was renamed again, this time to Light 50.
- Introduced in 2006, Diet Ocean Spray drinks currently come in Cranberry, Cranberry Apple, Cranberry Grape, Cranberry Lemonade, Cranberry Mango, Cranberry Cherry and Cranberry Pomegranate. Diet Ocean Spray has five-calories per eight-ounce serving and is targeted to diet soda users. It is sweetened with sucralose and ace-K.
- Cranberry with Lime was introduced in 2012, as well as Cranberry Pineapple in 2016. In 2018, the Diet Juice Drinks saw the addition of Ruby Red Grapefruit Drink and Pink Lite Cranberry Juice Beverage in 64-ounce bottles. The latter has since been discontinued. In 2019, Diet Cranberry Raspberry debuted. Diet Cranberry Blackberry debuted in 2020.

In November 2023, Ocean Spray released what it called its first beverage with no sugar or artificial sweeteners.

- The line comes in 64-ounce PET bottles in Cranberry and Mixed Berry flavors at 5 and 10 calories, respectively, per eight-ounce serving.
- Ocean Spray Zero Sugar contains stevia leaf extract, in contrast to its existing Ocean Spray Diet line which contains artificial sweeteners in the form of sucralose and ace-K.
- Also Ocean Spray Zero Sugar contains no total sugar or added sugar, while Ocean Spray Diet clocks in with a modest 1 gram of total sugar. Zero Sugar also eschews Diet's use of Red 40 coloring in favor of more natural coloring instead.
- Ocean Spray Zero Sugar had a tie-in with the 20th anniversary of the film *Mean Girls* in September 2024. (Separately, the cooperative partnered with Marvel Comics for the February 2025 film, *Captain America: Brave New World*).
- Ocean Spray claimed the launch was very successful and thus added Tropical Punch to the Zero Sugar lineup in January 2025.

**U.S. FRUIT BEVERAGE MARKET
SHARE OF VOLUME BY REGION
2019 – 2029(P)**

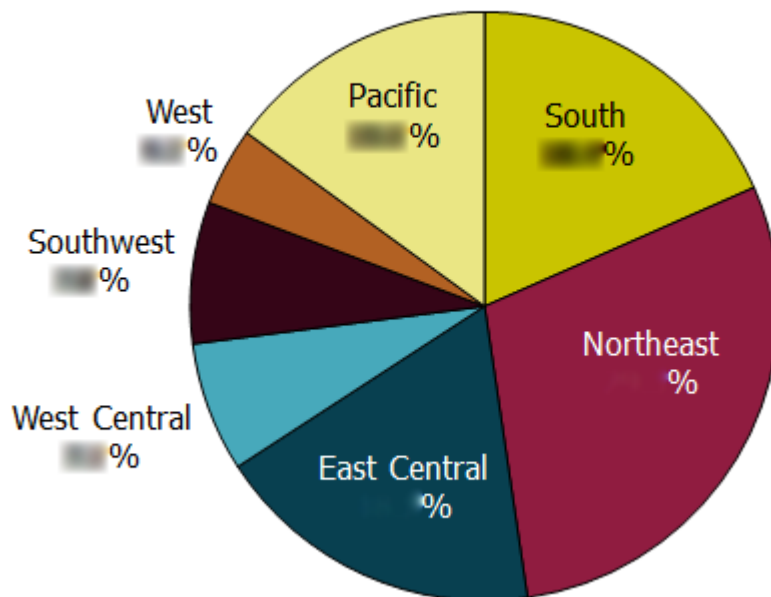
Region	2019	2020	2021	2022	2023	2024	2029(P)
Northeast	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
South	22.5%	22.5%	22.5%	22.5%	22.5%	22.5%	22.5%
East Central	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%	18.5%
Pacific	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%
Southwest	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%
West Central	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%
West	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%	6.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(P) Projected

Note: Excludes powdered fruit drink mixes.

Source: Beverage Marketing Corporation

**Fruit Beverage Regional Volume Shares
2024**



Source: Beverage Marketing Corporation