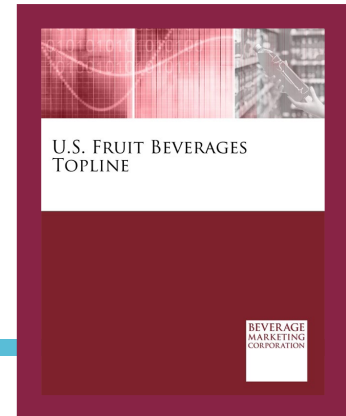


# U.S. FRUIT BEVERAGES TOPLINE

2025 EDITION (To be published September 2025. Data through 2024. Market projections through 2029.) 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 in the fruit beverage market.

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**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 2024, 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 2029 – 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

**BEVERAGE  
MARKETING  
CORPORATION**

**NOTE:** The 2025 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 2025 edition you receive will have updated data through 2024 and projections through 2029 where applicable.

# U.S. Fruit Beverages Topline October 2024

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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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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)**

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

*(P) Projected*

*Source: Beverage Marketing Corporation; Florida Department of Citrus*