This industry research report examines the single-serve fruit beverage market in the United States. It looks at current issues and provides in-depth discussion of the leading companies’ distribution and marketing strategies. It also supplies data on volume and sales of their brands. It covers regions, quarterly category growth, packaging (including aseptic and gable-top), and advertising expenditure breakouts for 18 media types and demographics.
**The answers you need**

In this insightful report, the market for single serve fruit beverages are put in context against a backdrop of the new age beverage market. This provides added perspective on the performance of single serve fruit beverages vs. the beverage options that often share the shelf and compete for consumer trial and loyalty. *U.S. Single-Serve Fruit Beverages through 2020* provides in-depth data and market analysis, shedding light on various aspects of the market and the challenges the category faces through reliable data and discussions of what the numbers really mean. Questions answered in the market report include:

- How did the market fare in 2015?
- Which segment of the single-serve fruit beverage market has grown the fastest?
- What is the preferred package type for single-serve fruit beverages?
- What are the top brands in the United States?
- Which distribution channel saw the greatest growth in volume in 2015? Which sales channels will outperform the market in the years through 2020?
- Which segment of the market is expected to grow the fastest to 2020? Which sector is expected to experience a decline in market share?

**This report features**

The U.S. Single-Serve Fruit Beverages report surveys the landscape of this stalwart beverage category, with volume, retail dollar, wholesale dollar and per capita consumption figures. Get an in-depth look at the leading companies and brands in the single-serve fruit beverages industry and the drivers likely to propel consumption growth through 2020.

All aspects of the market are considered in this industry report, including segmentation by package size and distribution channels. Advertising and demographic data is also considered. Backed by Beverage Marketing’s reliable, all-sales-channel-inclusive data, readers get a thorough understanding of all facets of the market including:

- Review of the total U.S. fruit beverage market and its juice and drink segments; and overview of the principal New Age segments, including sales and trends in each segment.
- Discussion of developments in the U.S. retail market and overview of the single-serve fruit beverage market in the U.S. using dollar and case sales in terms of per capita consumption.
- Detailed regional data on wholesale dollar sales.
- A comprehensive look at single-serve fruit beverage distribution channel trends.
- Data on packaging and analysis of packaging trends.
- Discussion of key brand sales and the current marketing strategies of the leading companies in the category. Coverage includes Dr. Pepper Snapple, Coca-Cola Company, Kraft Foods, Ocean Spray, PepsiCo, Harvest Hill, POM Wonderful and Welch’s.
- Examines and quantifies the super-premium juice market with emphasis on the superfruit sub-category, companies and brands including Sambazon, Zola and Cheribundi.
• A review of ad campaigns and expenditures by media type as well as the demographic profile of consumers.

• Volume of gable-top and aseptic fruit beverages that comprise the larger universe of fruit beverages enjoyed in a single serving.

• Projections of the future of this market segment and a discussion of trends that will drive category growth for the next five years through 2020.
NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.
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Another driver behind the growth of the single-serve fruit beverage market is the evolution of the plastic bottle.

- Plastic is much lighter than glass and much less fragile, making it easier to distribute, more suitable for vending and more portable for the customer.

- About a decade and a half ago, a number of large single-serve fruit beverage marketers, including Coca-Cola, Veryfine and Ocean Spray, switched to plastic bottles.

- As developments in heat resistance and barrier properties advance, plastic bottles have become suitable even for the hot-filled beverages previously found only in glass. While the adoption of plastic bottles for hot-fill beverages has been slow, Ferialto, Vultaggio & Sons (which albeit has a much bigger presence in RTD teas than single-serve fruit beverages) recently began to transition much of its 16- and 20-ounce glass bottle volume to rigid plastic bottles. DPS is reported to be working on a 16-ounce rigid plastic bottle for Snapple.

The single-serve fruit beverage story begins with the introduction of Snapple in 1972, and its subsequent development as an underground sensation. Since then, Snapple has seen a number of powerful competitors enter the market.

- Consolidation and a growing presence of mega beverage companies characterize the fruit beverage market in general and the single-serve fruit beverage segment in particular. All three major carbonated soft drink (CSD) purveyors gained a more substantial single-serve fruit beverage presence in the new millennium.

- In 2000, Snapple itself (along with Mistic) was acquired by Dr Pepper Snapple (DPS) from Triarc Companies. DPS added Nantucket Nectars in 2002.


- In 2001, Pepsi acquired SoBe, which joined Tropicana and Dole in its portfolio.

- In 2003, Pepsi and Coke began de-emphasizing brands such as Lipton Brisk Lemonade, FruitWorks and Fruitopia in order to introduce products under their core Tropicana and Minute Maid trademarks – although Pepsi re-introduced fruit drinks under the Lipton Brisk trademark a few years ago.

- As Coke continued to develop Odwalla, Pepsi jumped into the superpremium space with its acquisition of Naked Juice in 2007.

- Pepsi had acquired Izze in 2006 and Coke acquired Fuze in 2007.

- Coke’s acquisition of a minority stake in leading high-pressure processing (HPP) brand Suja in 2015 foretells perhaps a shift to healthier beverages than even Odwalla – or at least those perceived as such.
## U.S. SINGLE-SERVE FRUIT BEVERAGE MARKET
### SHARE BY DISTRIBUTION CHANNEL
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*(P) Projected

*Includes club stores, dollar stores, health-food stores, “mom & pop” stores, military and online retailers.

**Includes schools, airlines, stadiums, etc.

Note: Mass merchandisers includes Wal-Mart.

Source: Beverage Marketing Corporation
LARGEST SINGLE-SERVE FRUIT BEVERAGE MARKETS:
THE SOUTH AND THE MIDWEST
(Share of wholesale dollars by region, 2015)

Source: Beverage Marketing Corporation