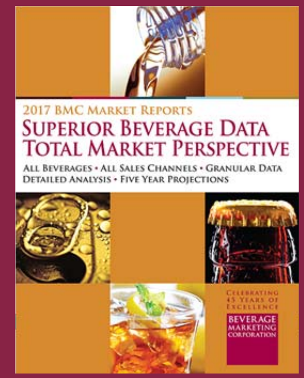
U.S. Single-Serve Fruit Beverages Topline

2017 Edition (Published November 2017. Data through 2016. Market projections through 2021.) More than 20 pages, with text analysis, graphs and charts.



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The *U.S. Single-Serve Fruit Beverages Topline* report from Beverage Marketing Corporation provides a brief overview of the category 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 single-serve fruit beverages sector.

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INSIDE:

HAVE QUESTIONS?

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The answers you need

U.S. Single-Serve Fruit Beverages Topline offers a concise summary of the overall market. Questions answered include:

- What are the recent trends in this market? How has the single-serve fruit beverage industry fared in terms of volume and wholesale dollar sales? What are the projections to 2021?
- What are leading regional markets by wholesale dollar sales?
- Which are the top brands and advertising media by expenditure share?

This report features

This report contains key information and identifies important trends concerning the U.S. single-serve fruit beverage market. It features category volume, wholesale dollar sales and per capita consumption, regional sales data, advertising profiles, and five-year projections.

U.S. Single-Serve Fruit Beverages Topline

November 2017

BEVERAGE MARKETING CORPORATION

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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Summary

With Coke-owned Odwalla and Pepsi-owned Naked increasingly straying from the brands' early promise of fresh-picked taste thanks to their penchant for heavier and heavier pasteurization, a few entrepreneurs have seen opportunity in that segment too, despite the challenging operational dynamics of the fresh-juice segment.

- This is the segment where HPP made its first significant appearance in beverages (although the technology had been applied for some time in other segments like meats and hummus). HPP reportedly gives raw foods a longer shelf life and preserves more of their vitamin, mineral and enzyme content.
- A Southern California startup, Juice Harvest Corporation, launched in San Bernardino by Naked Juice co-founder Jimmy Rosenberg created immediate buzz with its plan to fill the gap under the brand Evolution Fresh — and then ratcheted up that buzz with its sale for $30 million last year as a key prong of the coffee roaster's wellness initiative.
- Evolution put the HPP process on the map, and the remarkably fresh taste of its juices created palpable buzz at major trade shows. Starbucks has since run with it, distributing it in its thousands of coffee shops.
- As for whether the HPP category is viable beyond Starbucks, Hain Celestial Group weighed in with the announced purchase of category leader BluePrint Cleanse in November 2012. Although the company started off with a mission to offer cleanse products through mail order, in 2011, it began to offer BluePrintJuice, a line of single-serve juices, to select outlets such as Whole Foods, FreshDirect, Dean & Deluca, Gourmet Garage, Union Market and others.
- Among the HPP segment's attractive features, besides high shelf price, are users' penchant to ingest drinks as regimen, garnering major repeat business, and ability to support significant mail order/Internet business.
- One of the more aggressive HPP players has been San Diego-based Suja Juice. After doing $18 million in sales in 2013, the company did about $40 million in sales in 2014 and approximately $65 million in 2015. As noted, Coca-Cola Company made a minority investment in Suja in August 2015. Terms were not revealed publicly but it is estimated to be a 30% stake for $90 million.

Exhibit 6

REGIONAL SINGLE-SERVE FRUIT BEVERAGE MARKETS
DOLLAR GROWTH
1994 – 2021(P)

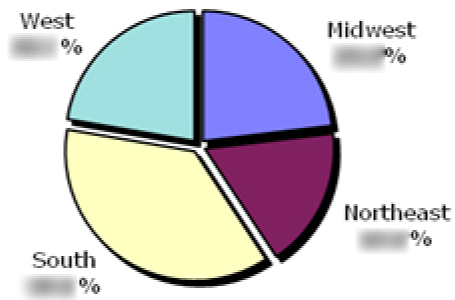
Year	Midwest	Northeast	South	West	TOTAL
1993/94	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
1994/95	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
1995/96	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
1996/97	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
1997/98	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
1998/99	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
1999/00	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2000/01	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2001/02	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2002/03	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2003/04	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2004/05	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2005/06	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2006/07	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2007/08	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2008/09	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2009/10	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2010/11	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2011/12	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2012/13	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2013/14	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2014/15	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2015/16	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
2016/21(P)	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%

(P) Projected

Source: Beverage Marketing Corporation

**LARGEST SINGLE-SERVE FRUIT BEVERAGE MARKETS:
THE SOUTH AND THE MIDWEST**

(Share of wholesale dollars by region, 2016)



Source: Beverage Marketing Corporation