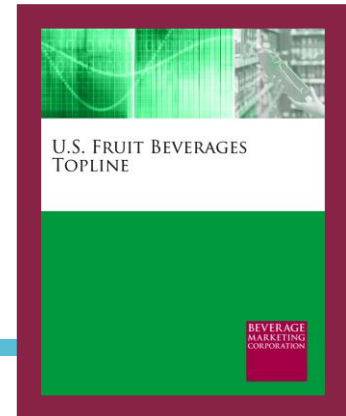


U.S. FRUIT BEVERAGES TOPLINE

2023 EDITION (Published October 2023. Data through 2022. Market projections through 2027.) More than 15 pages, with text analysis tables and charts.



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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**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 2022, and how are they like 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 2027 - 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**

U.S. Fruit Beverages

Topline

October 2023



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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While beverage forecasts are always subject to unknowns, covid-19 proved to be enough of a wildcard to warrant discussion.

- One factor is perceived *prophylactic* benefits as it relates to covid-19. Thus, sales of zinc supplements and vitamin C soared as consumers sought to stockpile immune boosters. Thus, even though premium orange juice is not shelf-stable, sales of this beverage – which had declined in recent years due to concerns over sugars and carbohydrates – enjoyed a renaissance in the first half of 2020 due to its perceived immunity-boosting vitamin C content.
- Yet, the initial boost faded away, as overall fruit beverage volume declined in 2020. While people are staying at home more whether in terms of telecommuting or watching streaming services (instead of going out to the movies or attending concerts or sporting contests), the high calorie content of fruit beverages continues to haunt the category. Lost sales in foodservice outlets in 2020 also led to the decline.
- The return of foodservice led to a smaller subtraction in fruit beverages in 2021, but a decline, nonetheless. Weakness continued into 2022. And, as noted, fruit beverages will continue to decrease in the next five years.

Exhibit 4

**U.S. FRUIT BEVERAGE MARKET SEGMENTS
CHANGE IN VOLUME
2017 – 2026(P)**

Segments	CAGR					
	2016/17	2017/18	2018/19	2019/20	2020/21	2021/26(P)
Fruit Juices	■ %	■ %	■ %	■ %	■ %	■ %
Fruit Drinks	■ %	■ %	■ %	■ %	■ %	■ %
TOTAL	■ %	■ %	■ %	■ %	■ %	■ %

(P) Projected

CAGR: Compound annual growth rate

Source: Beverage Marketing Corporation; Florida Department of Citrus

**FRUIT BEVERAGE MARKET
SHARE BY SEGMENT
2017 – 2027(P)**

Types	2017	2018	2019	2020	2021	2022	2027(P)
Shelf-Stable	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %
Chilled, Ready-to-Serve	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %
Frozen Concentrate	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %
TOTAL	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %	██████ %

(P) Projected

Source: Beverage Marketing Corporation; Florida Department of Citrus