FLORIDA DEPARTMENT OF CITRUS

Nielsen Retail Sales
OJ, GJ, and OJ/GJ Beverages

Monthly Topline Report
Report 07 of the 2025-26 Season.
For 4 weeks ending 04/18/26

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
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http://www.floridacitrus.org/grower

Week Ending 04/18/26
Report 07 of the 2025-26 Season.

Expanded All Outlets Combined (xAOC) - Nielsen Retail Sales Summary

	Week Ending 04/18/26			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-3.7%	2.9%	-0.9%	-8.3%	10.4%	1.3%
Ref NFC OJ	-2.3%	4.8%	2.4%	-5.4%	12.3%	6.2%
Ref Recon OJ	-1.6%	-4.0%	-5.5%	-11.6%	3.8%	-8.2%
Total GJ	-7.1%	0.1%	-7.0%	-8.3%	5.2%	-3.6%
Ref NFC GJ	-12.7%	-0.9%	-13.4%	-14.7%	5.8%	-9.7%
Shelf Stable GJ	-1.1%	0.2%	-0.9%	0.4%	1.4%	1.9%
OJ Drinks	4.7%	11.8%	17.1%	-10.3%	16.3%	4.3%
OJ Blend Drinks	-7.1%	6.1%	-1.4%	-3.7%	4.6%	0.7%
OJ Blend (100% Juice)	70.3%	-45.8%	-7.7%	-0.2%	-19.0%	-19.1%
GJ Blend (100% Juice)	-73.1%	3.9%	-72.1%	-60.0%	5.2%	-57.9%
GJ Cocktail	7.4%	-1.4%	5.9%	0.6%	1.9%	2.5%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Department of Citrus
ORANGE JUICE SALES
Expanded All Outlets Combined (xAOC)
NIELSEN SCANTRACK

(Gallons and Revenues in Millions)

Report Ending Date: 04/18/26
Issue Date: 04/28/26
Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
NFC OJ												
Gallons	14.55	13.03	15.14	17.58	16.58	14.85	14.26	14.21	-2.3%	111.63	105.65	-5.4%
Price/Gal ($)	11.92	12.70	12.44	12.26	12.60	12.74	12.79	12.50	4.8%	11.19	12.57	12.3%
Revenues ($)	173.39	165.56	188.34	215.50	208.93	189.20	182.38	177.55	2.4%	1249.53	1327.47	6.2%
RECON OJ												
Gallons	6.04	5.57	5.91	6.35	6.67	5.96	6.08	5.94	-1.6%	48.05	42.48	-11.6%
Price/Gal ($)	9.69	9.46	9.49	9.56	9.47	9.55	9.38	9.30	-4.0%	9.11	9.46	3.8%
Revenues ($)	58.49	52.66	56.11	60.74	63.15	56.98	57.07	55.28	-5.5%	437.92	401.99	-8.2%
Refrigerated OJ												
Gallons	20.58	18.60	21.06	23.93	23.24	20.81	20.34	20.15	-2.1%	159.68	148.13	-7.2%
Price/Gal ($)	11.27	11.73	11.61	11.54	11.71	11.83	11.77	11.55	2.6%	10.57	11.68	10.5%
Revenues ($)	231.88	218.22	244.45	276.24	272.08	246.18	239.45	232.83	0.4%	1687.45	1729.45	2.5%
Frozen OJ												
Gallons	0.76	0.63	0.73	0.82	0.69	0.65	0.63	0.60	-21.0%	5.54	4.76	-14.0%
Price/Gal ($)	8.47	8.67	8.75	8.91	8.70	8.73	8.56	8.50	0.3%	8.32	8.70	4.6%
Revenues ($)	6.45	5.50	6.41	7.27	6.04	5.70	5.39	5.11	-20.7%	46.07	41.42	-10.1%
Shelf Stable OJ												
Gallons	0.58	0.39	0.37	0.39	0.33	0.28	0.33	0.36	-38.2%	4.21	2.45	-41.8%
Price/Gal ($)	10.80	11.80	11.92	12.04	12.35	12.36	12.29	12.42	15.0%	10.63	12.15	14.3%
Revenues ($)	6.29	4.61	4.37	4.65	4.11	3.48	4.11	4.47	-28.9%	44.80	29.80	-33.5%
Total Orange Juice												
Gallons	21.93	19.62	22.16	25.13	24.27	21.75	21.30	21.11	-3.7%	169.44	155.34	-8.3%
Price/Gal ($)	11.16	11.64	11.52	11.47	11.63	11.74	11.69	11.48	2.9%	10.50	11.59	10.4%
Revenues ($)	244.62	228.33	255.23	288.17	282.23	255.35	248.96	242.41	-0.9%	1778.32	1800.68	1.3%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26
2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

GRAPEFRUIT JUICE SALES

Expanded All Outlets Combined (xAOC)

(Gallons and Revenues in Millions)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
NFC GJ												
Gallons	0.50	0.42	0.44	0.45	0.45	0.44	0.44	0.44	-12.7%	3.61	3.08	-14.7%
Price/Gal ($)	12.95	13.02	12.95	12.76	12.95	13.06	13.06	12.84	-0.9%	12.23	12.94	5.8%
Revenues ($)	6.50	5.49	5.64	5.79	5.87	5.71	5.68	5.63	-13.4%	44.11	39.81	-9.7%
RECON GJ												
Gallons	0.01	0.01	0.01	0.06	0.07	0.06	0.03	0.02	94.0%	0.17	0.25	41.7%
Price/Gal ($)	25.62	25.74	25.13	22.32	22.36	23.13	24.27	24.57	-4.1%	22.86	23.14	1.2%
Revenues ($)	0.29	0.20	0.21	1.29	1.48	1.33	0.66	0.53	86.0%	3.98	5.71	43.5%
Refrigerated GJ												
Gallons	0.51	0.43	0.44	0.51	0.52	0.49	0.46	0.46	-10.3%	3.78	3.32	-12.1%
Price/Gal ($)	13.22	13.25	13.18	13.84	14.15	14.23	13.73	13.39	1.2%	12.72	13.70	7.7%
Revenues ($)	6.79	5.69	5.85	7.08	7.35	7.04	6.35	6.16	-9.2%	48.09	45.52	-5.3%
Frozen GJ												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	408.4%	0.00	0.02	278.9%
Price/Gal ($)	5.40	6.57	6.60	7.48	7.25	7.32	7.54	7.33	35.8%	6.14	7.34	19.5%
Revenues ($)	0.00	0.00	0.00	0.02	0.02	0.02	0.03	0.03	590.3%	0.03	0.13	352.8%
Shelf Stable GJ												
Gallons	0.22	0.19	0.20	0.21	0.22	0.21	0.22	0.22	-1.1%	1.47	1.48	0.4%
Price/Gal ($)	9.07	9.39	9.18	9.17	9.17	9.25	9.22	9.09	0.2%	9.08	9.21	1.4%
Revenues ($)	1.98	1.81	1.88	1.92	2.03	1.95	2.02	1.96	-0.9%	13.34	13.59	1.9%
Total Grapefruit Juice												
Gallons	0.73	0.62	0.65	0.72	0.74	0.71	0.69	0.68	-7.1%	5.25	4.82	-8.3%
Price/Gal ($)	11.97	12.05	11.91	12.46	12.65	12.72	12.25	11.98	0.1%	11.70	12.30	5.2%
Revenues ($)	8.77	7.51	7.74	9.02	9.40	9.01	8.40	8.16	-7.0%	61.45	59.24	-3.6%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26
2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

LESS THAN 100% OJ & GJ BEVERAGES

Expanded All Outlets Combined (xAOC)

(Gallons and Revenues in Millions)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Gallons	0.29	0.23	0.23	0.21	0.24	0.21	0.30	0.35	23.5%	1.99	1.76	-11.6%
Price/Gal ($)	7.57	6.88	6.90	7.39	6.98	7.30	8.59	8.47	11.9%	7.53	7.61	1.1%
Revenues ($)	2.17	1.60	1.56	1.53	1.65	1.52	2.56	2.99	38.2%	15.01	13.41	-10.6%
OJ Drinks 40-99.99%												
Gallons	0.74	0.63	0.69	0.75	0.83	0.77	0.76	0.78	5.5%	5.46	5.20	-4.7%
Price/Gal ($)	11.09	11.82	11.64	11.57	11.36	11.51	11.57	11.21	1.1%	10.36	11.51	11.1%
Revenues ($)	8.15	7.42	7.97	8.74	9.43	8.88	8.76	8.69	6.7%	56.55	59.90	5.9%
OJ Drinks - % not stated												
Gallons	0.83	0.81	0.84	0.87	0.80	0.79	0.79	0.80	-3.1%	6.68	5.71	-14.5%
Price/Gal ($)	12.53	14.77	15.00	14.50	15.17	15.13	15.60	15.54	24.0%	12.18	15.09	23.9%
Revenues ($)	10.39	12.03	12.62	12.59	12.16	11.93	12.36	12.49	20.2%	81.32	86.18	6.0%
Total OJ Drinks												
Gallons	1.86	1.69	1.77	1.85	1.88	1.78	1.86	1.95	4.7%	14.24	12.77	-10.3%
Price/Gal ($)	11.15	12.54	12.60	12.44	12.40	12.58	12.76	12.47	11.8%	10.78	12.54	16.3%
Revenues ($)	20.76	21.14	22.25	22.97	23.35	22.41	23.76	24.30	17.1%	153.57	160.18	4.3%
OJ BL Drinks												
Gallons	12.20	11.76	11.36	11.11	11.96	11.37	11.56	11.34	-7.1%	83.59	80.47	-3.7%
Price/Gal ($)	5.13	5.15	5.20	5.30	5.25	5.29	5.44	5.45	6.1%	5.06	5.30	4.6%
Revenues ($)	62.65	60.57	59.09	58.94	62.76	60.21	62.86	61.76	-1.4%	423.22	426.20	0.7%
OJ BL (100% Juice)												
Gallons	1.66	1.29	1.29	1.34	1.39	1.89	3.08	2.82	70.3%	13.13	13.10	-0.2%
Price/Gal ($)	10.94	11.27	11.43	11.66	11.82	8.24	5.49	5.93	-45.8%	10.41	8.43	-19.0%
Revenues ($)	18.12	14.52	14.71	15.66	16.39	15.58	16.92	16.74	-7.7%	136.62	110.52	-19.1%
GJ Cocktail												
Gallons	0.32	0.28	0.31	0.32	0.32	0.32	0.32	0.35	7.4%	2.20	2.21	0.6%
Price/Gal ($)	7.69	8.10	7.95	7.92	8.10	8.06	8.01	7.58	-1.4%	7.80	7.95	1.9%
Revenues ($)	2.49	2.28	2.46	2.52	2.61	2.56	2.54	2.64	5.9%	17.18	17.61	2.5%
GJ BL (100% Juice)												
Gallons	0.06	0.06	0.03	0.02	0.02	0.02	0.02	0.02	-73.1%	0.40	0.16	-60.0%
Price/Gal ($)	7.74	8.19	7.62	7.87	8.10	8.48	8.18	8.04	3.9%	7.67	8.07	5.2%
Revenues ($)	0.46	0.47	0.19	0.12	0.13	0.13	0.13	0.13	-72.1%	3.07	1.29	-57.9%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26
2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Department of Citrus
ORANGE JUICE SALES
FOOD ($2MM+ GROCERY)
NIELSEN SCANTRACK
(Gallons and Revenues in Millions)

Report Ending Date: 04/18/26
Issue Date: 04/28/26
Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
NFC OJ												
Gallons	8.44	7.56	8.91	10.40	9.66	8.74	8.18	8.37	-0.8%	65.93	61.83	-6.2%
Price/Gal ($)	12.67	13.37	12.98	12.66	13.16	13.32	13.52	13.03	2.8%	11.72	13.13	12.0%
Revenues ($)	106.97	101.07	115.66	131.65	127.09	116.40	110.65	109.06	2.0%	772.80	811.59	5.0%
RECON OJ												
Gallons	4.21	3.80	3.98	4.17	4.43	3.96	3.97	3.86	-8.1%	33.12	28.17	-15.0%
Price/Gal ($)	9.38	9.21	9.25	9.36	9.23	9.42	9.28	9.15	-2.4%	8.97	9.27	3.4%
Revenues ($)	39.46	35.00	36.79	39.00	40.87	37.30	36.80	35.37	-10.4%	296.93	261.14	-12.1%
Refrigerated OJ												
Gallons	12.65	11.36	12.89	14.57	14.09	12.70	12.15	12.24	-3.2%	99.05	89.99	-9.1%
Price/Gal ($)	11.58	11.98	11.83	11.71	11.92	12.10	12.13	11.80	1.9%	10.80	11.92	10.4%
Revenues ($)	146.43	136.07	152.45	170.66	167.96	153.70	147.45	144.43	-1.4%	1069.73	1072.72	0.3%
Frozen OJ												
Gallons	0.49	0.44	0.51	0.56	0.48	0.46	0.44	0.42	-13.2%	3.52	3.31	-6.1%
Price/Gal ($)	8.68	8.47	8.57	8.81	8.51	8.57	8.30	8.21	-5.3%	8.61	8.51	-1.2%
Revenues ($)	4.22	3.72	4.35	4.91	4.07	3.98	3.64	3.47	-17.8%	30.34	28.14	-7.2%
Shelf Stable OJ												
Gallons	0.21	0.20	0.21	0.21	0.20	0.18	0.19	0.18	-17.2%	1.57	1.36	-13.2%
Price/Gal ($)	11.31	11.13	11.25	11.39	11.51	11.40	11.23	11.45	1.3%	11.01	11.33	2.9%
Revenues ($)	2.41	2.24	2.37	2.40	2.27	2.07	2.08	2.02	-16.1%	17.29	15.45	-10.6%
Total Orange Juice												
Gallons	13.35	12.00	13.60	15.34	14.77	13.35	12.78	12.83	-3.8%	104.15	94.67	-9.1%
Price/Gal ($)	11.47	11.83	11.70	11.60	11.81	11.97	11.99	11.68	1.9%	10.73	11.79	9.9%
Revenues ($)	153.05	142.03	159.18	177.96	174.31	159.75	153.17	149.92	-2.0%	1117.36	1116.32	-0.1%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 04/18/26
2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales.

GRAPEFRUIT JUICE SALES

FOOD ($2MM+ GROCERY)

(Gallons and Revenues in Thousands)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
NFC GJ												
Gallons	0.43	0.39	0.40	0.42	0.42	0.40	0.40	0.40	-6.7%	3.06	2.83	-7.5%
Price/Gal ($)	0.00	13.23	13.16	12.95	13.18	13.28	13.30	13.05	-1.8%	12.55	13.16	4.9%
Revenues ($)	5.68	5.15	5.30	5.46	5.54	5.37	5.27	5.20	-8.4%	38.44	37.29	-3.0%
RECON GJ												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	7.2%	0.05	0.06	22.1%
Price/Gal ($)	27.33	25.78	25.16	26.34	26.90	25.93	26.01	26.22	-4.0%	26.00	26.06	0.2%
Revenues ($)	0.22	0.20	0.21	0.22	0.24	0.22	0.22	0.22	2.9%	1.25	1.52	22.3%
Refrigerated GJ												
Gallons	0.43	0.40	0.41	0.43	0.43	0.41	0.41	0.41	-6.4%	3.11	2.89	-7.0%
Price/Gal ($)	13.55	13.48	13.40	13.20	13.47	13.54	13.57	13.33	-1.7%	12.76	13.42	5.2%
Revenues ($)	5.89	5.35	5.51	5.67	5.78	5.59	5.50	5.42	-8.0%	39.68	38.82	-2.2%
Frozen GJ												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	408.4%	0.00	0.02	279.1%
Price/Gal ($)	5.40	6.58	6.60	7.48	7.25	7.32	7.54	7.33	35.8%	6.14	7.34	19.5%
Revenues ($)	0.00	0.00	0.00	0.02	0.02	0.02	0.03	0.03	590.3%	0.03	0.13	353.1%
Shelf Stable GJ												
Gallons	0.12	0.11	0.11	0.11	0.11	0.11	0.11	0.11	-6.1%	0.81	0.76	-5.8%
Price/Gal ($)	10.30	10.69	10.78	10.93	11.07	11.18	11.12	10.75	4.4%	10.42	10.93	4.9%
Revenues ($)	1.23	1.13	1.16	1.18	1.22	1.18	1.23	1.21	-2.0%	8.41	8.31	-1.2%
Total Grapefruit Juice												
Gallons	0.56	0.50	0.52	0.54	0.54	0.52	0.52	0.52	-5.7%	3.92	3.67	-6.4%
Price/Gal ($)	12.84	12.89	12.85	12.72	12.95	13.02	13.00	12.72	-0.9%	12.27	12.88	5.0%
Revenues ($)	7.13	6.48	6.67	6.88	7.02	6.79	6.76	6.66	-6.5%	48.13	47.26	-1.8%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26

2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales.

LESS THAN 100% OJ & GJ BEVERAGES

FOOD ($2MM+ GROCERY)

(Gallons and Revenues in Thousands)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Gallons	0.21	0.19	0.18	0.17	0.20	0.17	0.19	0.23	12.6%	1.31	1.33	2.1%
Price/Gal ($)	7.52	7.23	7.16	7.76	7.33	7.73	7.99	7.62	1.4%	7.38	7.54	2.2%
Revenues ($)	1.54	1.35	1.32	1.31	1.47	1.32	1.53	1.76	14.2%	9.65	10.07	4.3%
OJ Drinks 40-99.99%												
Gallons	0.55	0.46	0.50	0.55	0.57	0.50	0.48	0.49	-12.2%	4.20	3.55	-15.4%
Price/Gal ($)	11.12	11.78	11.53	11.44	11.49	11.82	11.87	11.45	3.0%	10.28	11.62	13.0%
Revenues ($)	6.17	5.39	5.78	6.33	6.58	5.87	5.72	5.58	-9.6%	43.13	41.24	-4.4%
OJ Drinks - % not stated												
Gallons	0.39	0.40	0.42	0.47	0.42	0.39	0.36	0.37	-5.1%	3.34	2.84	-15.0%
Price/Gal ($)	10.12	9.95	10.03	10.05	10.61	10.54	10.59	10.51	3.9%	9.42	10.31	9.4%
Revenues ($)	3.97	4.00	4.24	4.73	4.45	4.16	3.82	3.91	-1.5%	31.50	29.30	-7.0%
Total OJ Drinks												
Gallons	1.16	1.05	1.12	1.20	1.20	1.07	1.04	1.10	-5.2%	8.92	7.79	-12.7%
Price/Gal ($)	10.08	10.21	10.18	10.32	10.43	10.63	10.65	10.29	2.1%	9.48	10.38	9.5%
Revenues ($)	11.71	10.77	11.37	12.40	12.53	11.38	11.11	11.34	-3.2%	84.60	80.89	-4.4%
OJ BL Drinks												
Gallons	5.11	4.74	4.78	4.52	5.02	4.93	4.73	4.58	-10.5%	34.66	33.29	-4.0%
Price/Gal ($)	5.25	5.36	5.30	5.54	5.43	5.39	5.60	5.57	6.0%	5.21	5.45	4.6%
Revenues ($)	26.84	25.43	25.35	25.02	27.23	26.57	26.45	25.46	-5.1%	180.59	181.51	0.5%
OJ BL (100% Juice)												
Gallons	0.95	0.67	0.70	0.72	0.77	0.76	0.79	0.80	-16.4%	7.61	5.20	-31.6%
Price/Gal ($)	12.52	13.54	13.48	13.72	13.70	13.69	13.73	13.68	9.2%	11.72	13.65	16.5%
Revenues ($)	11.92	9.02	9.42	9.86	10.62	10.40	10.82	10.88	-8.7%	89.13	71.02	-20.3%
GJ Cocktail												
Gallons	0.19	0.16	0.17	0.17	0.17	0.17	0.17	0.19	-2.6%	1.31	1.21	-8.0%
Price/Gal ($)	7.71	8.18	7.99	7.89	8.24	8.14	8.16	7.47	-3.0%	7.82	8.00	2.4%
Revenues ($)	1.50	1.29	1.36	1.37	1.42	1.42	1.37	1.42	-5.5%	10.23	9.64	-5.8%
GJ BL (100% Juice)												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	5.9%	0.10	0.10	-2.0%
Price/Gal ($)	7.97	8.22	8.20	7.96	8.15	8.55	8.23	8.08	1.4%	7.88	8.20	4.0%
Revenues ($)	0.11	0.10	0.11	0.11	0.12	0.12	0.12	0.12	7.3%	0.79	0.81	2.0%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26

2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing $2 million and greater annual sales.

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
Expanded All Outlets Combined (xAOC)
NIELSEN SCANTRACK

(Prices in dollars and Promotion in %ACV)

Report Ending Date: 04/18/26
Issue Date: 04/28/26
Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
NFC OJ												
Average Promo Price	$11.04	$11.36	$11.00	$10.78	$11.36	$11.37	$11.27	$10.95	-0.8%	$9.96	$11.12	11.6%
Price Reduction	45	70	77	76	59	66	73	76	70.5%	49	71	46.3%
Feature & Disp	2	1	2	2	1	2	2	2	49.4%	2	2	-2.6%
Display w/o Fea	11	10	10	10	15	14	13	13	21.2%	12	12	-1.3%
Feature w/o Disp	19	21	31	28	26	23	21	27	37.0%	23	25	8.8%
RECON OJ												
Average Promo Price	$9.03	$8.71	$8.77	$9.04	$8.96	$9.32	$8.56	$8.31	-8.0%	$8.22	$8.80	7.0%
Price Reduction	35	58	60	60	52	54	65	64	84.7%	34	59	72.5%
Feature & Disp	1	0	0	0	0	0	0	0	-57.2%	1	0	-56.6%
Display w/o Fea	3	2	2	2	2	3	4	4	42.3%	3	3	-9.8%
Feature w/o Disp	7	7	5	4	10	6	6	8	15.9%	8	7	-14.0%
Refrigerated OJ												
Average Promo Price	$10.48	$10.42	$10.35	$10.34	$10.64	$10.79	$10.34	$10.22	-2.5%	$9.51	$10.43	9.7%
Price Reduction	53	75	80	80	70	73	79	80	50.2%	55	77	40.3%
Feature & Disp	2	2	2	2	2	2	2	3	24.2%	2	2	-14.6%
Display w/o Fea	12	11	11	12	16	16	15	16	25.0%	14	14	-2.0%
Feature w/o Disp	25	26	34	31	33	27	25	32	26.1%	28	30	5.6%
Frozen OJ												
Average Promo Price	$8.77	$7.86	$7.69	$8.89	$8.57	$8.63	$8.93	$8.85	1.0%	$7.88	$8.30	5.4%
Price Reduction	14	16	14	8	7	8	8	8	-44.5%	9	10	6.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-66.2%	0	0	34.6%
Feature w/o Disp	0	1	1	0	0	0	1	0	11.4%	1	1	-5.5%
Shelf Stable OJ												
Average Promo Price	$9.29	$12.92	$12.51	$11.94	$12.54	$13.86	$13.58	$14.65	57.8%	$10.84	$13.09	20.8%
Price Reduction	16	10	8	5	6	7	11	5	-69.5%	8	7	-11.4%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-47.6%
Display w/o Fea	1	1	1	1	1	1	1	0	-55.7%	1	1	-48.8%
Feature w/o Disp	0	0	0	0	0	0	0	1	281.8%	1	1	-32.8%
Total Orange Juice												
Average Promo Price	$10.42	$10.38	$10.31	$10.34	$10.63	$10.78	$10.35	$10.22	-1.9%	$9.50	$10.42	9.7%
Price Reduction	64	77	81	81	72	75	80	81	27.3%	58	78	35.9%
Feature & Disp	2	2	2	2	2	2	2	3	24.5%	2	2	-14.5%
Display w/o Fea	13	12	12	12	17	16	15	16	21.6%	15	14	-3.8%
Feature w/o Disp	25	26	35	31	33	28	26	32	24.6%	28	30	5.5%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 04/18/26
2024-25 STD: 10/05/24 - 04/19/25
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/19/25	11/01/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26		2024-25	2025-26	% Change
NFC GJ												
Average Promo Price	$10.86	$10.29	$10.59	$10.38	$10.73	$11.35	$10.58	$10.86	0.0%	$10.32	$10.71	3.8%
Price Reduction	19	17	22	24	31	27	21	25	33.4%	21	24	10.7%
Feature & Disp	0	0	0	0	0	0	0	0	-42.4%	0	0	-63.3%
Display w/o Fea	1	0	0	0	0	1	1	1	-32.0%	1	1	-33.8%
Feature w/o Disp	6	4	6	6	7	5	6	6	11.1%	6	6	-5.2%
RECON GJ												
Average Promo Price	$20.22	$28.38	$22.55	$21.64	$22.41	$23.47	$26.17	$25.72	27.2%	$20.92	$23.08	10.3%
Price Reduction	0	0	0	0	0	0	0	0	226.7%	0	0	96.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	53.5%	0	0	67.8%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Refrigerated GJ												
Average Promo Price	$10.92	$10.38	$10.65	$10.73	$11.04	$11.66	$10.70	$10.97	0.4%	$10.51	$10.92	3.9%
Price Reduction	19	17	22	24	31	27	21	25	33.5%	22	24	10.7%
Feature & Disp	0	0	0	0	0	0	0	0	-42.4%	0	0	-63.3%
Display w/o Fea	1	0	0	1	1	1	1	1	-27.4%	1	1	-17.2%
Feature w/o Disp	6	4	6	6	7	5	6	6	11.1%	6	6	-5.2%
Frozen GJ												
Average Promo Price	$5.04	$6.42	$6.53	$6.48	$5.75	$6.62	$6.58	$6.70	32.8%	$5.31	$6.59	24.1%
Price Reduction	0	0	0	0	0	0	0	0	-27.0%	0	0	-11.0%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	3.1%	0	0	341.7%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Shelf Stable GJ												
Average Promo Price	$10.30	$11.24	$9.46	$10.36	$12.45	$11.10	$11.99	$10.37	0.7%	$10.12	$10.92	7.9%
Price Reduction	12	10	12	12	13	10	12	14	22.4%	10	12	24.4%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	48.8%
Display w/o Fea	0	0	0	1	0	0	0	0	34.4%	1	0	-30.8%
Feature w/o Disp	0	1	1	1	0	0	0	1	223.1%	1	1	-11.4%
Total GJ												
Average Promo Price	$10.77	$10.51	$10.46	$10.68	$11.21	$11.60	$10.88	$10.84	0.6%	$10.45	$10.91	4.4%
Price Reduction	25	23	29	30	35	32	28	29	13.9%	26	29	14.4%
Feature & Disp	0	0	0	0	0	0	0	0	23.3%	0	0	-51.0%
Display w/o Fea	1	1	1	1	1	2	1	1	-13.8%	2	1	-20.9%
Feature w/o Disp	6	5	6	6	7	5	6	7	11.4%	7	6	-8.1%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26

2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/19/25	11/01/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Average Promo Price	$7.04	$6.03	$5.58	$6.28	$6.33	$6.40	$7.63	$9.30	32.2%	$6.59	$7.09	7.7%
Price Reduction	22	16	14	12	19	12	14	22	-1.6%	18	16	-12.8%
Feature & Disp	0	0	0	0	0	0	0	0	91.6%	0	0	41.3%
Display w/o Fea	2	2	2	1	1	1	3	6	231.7%	2	2	31.8%
Feature w/o Disp	3	1	1	2	5	2	3	3	-19.4%	2	2	14.9%
OJ Drinks 40-99.99%												
Average Promo Price	$10.61	$11.20	$10.75	$10.64	$10.80	$11.23	$11.11	$10.78	1.6%	$9.56	$10.90	14.0%
Price Reduction	23	22	22	24	22	22	21	41	79.5%	22	25	13.5%
Feature & Disp	0	0	0	0	0	0	0	0	-46.4%	0	0	-6.4%
Display w/o Fea	4	1	2	3	4	3	2	2	-56.0%	4	3	-29.2%
Feature w/o Disp	7	8	8	9	9	9	7	10	39.3%	7	9	22.6%
OJ Drinks - % not stated												
Average Promo Price	$11.65	$10.39	$11.92	$11.09	$11.70	$11.59	$12.29	$11.63	-0.2%	$10.52	$11.50	9.4%
Price Reduction	9	12	17	18	14	17	14	17	91.7%	14	15	11.6%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	154.0%
Display w/o Fea	1	2	2	2	1	2	2	2	81.7%	2	2	-1.9%
Feature w/o Disp	0	1	0	1	1	0	1	0	-84.9%	1	1	-22.5%
Total OJ Drinks												
Average Promo Price	$10.00	$9.99	$10.42	$10.31	$10.19	$10.59	$10.73	$10.65	6.6%	$9.39	$10.42	10.9%
Price Reduction	36	33	35	35	33	34	32	55	53.5%	36	37	3.5%
Feature & Disp	0	0	0	0	1	0	1	0	12.8%	0	0	26.5%
Display w/o Fea	7	4	6	6	7	6	7	9	33.3%	7	7	-5.5%
Feature w/o Disp	10	10	9	12	13	10	10	11	11.8%	10	11	12.9%
OJ BL Drinks												
Average Promo Price	$4.31	$4.68	$4.37	$4.47	$4.37	$4.45	$4.85	$5.07	17.8%	$4.43	$4.62	4.2%
Price Reduction	62	76	69	53	51	55	52	64	3.6%	52	60	14.5%
Feature & Disp	1	2	1	1	1	1	1	1	-10.4%	1	1	-8.8%
Display w/o Fea	21	20	17	13	15	18	23	24	10.8%	20	19	-4.7%
Feature w/o Disp	13	12	8	6	10	13	10	8	-40.9%	13	10	-27.8%
OJ BL (100% Juice)												
Average Promo Price	$11.03	$9.91	$10.50	$12.29	$12.46	$10.10	$9.05	$7.15	-35.1%	$10.42	$9.72	-6.7%
Price Reduction	35	54	48	38	36	39	38	45	28.6%	37	42	13.4%
Feature & Disp	0	0	0	0	0	0	0	0	84.3%	0	0	-48.3%
Display w/o Fea	2	2	2	2	2	2	2	3	40.8%	3	2	-15.1%
Feature w/o Disp	6	6	3	2	7	7	7	7	18.2%	9	6	-40.7%
GJ Cocktail												
Average Promo Price	$6.33	$6.66	$6.50	$6.32	$7.10	$6.42	$6.47	$6.50	2.7%	$6.41	$6.54	2.0%
Price Reduction	14	8	10	10	7	7	10	31	128.7%	10	12	21.2%
Feature & Disp	0	0	0	0	0	0	0	0	2574.5%	0	0	250.4%
Display w/o Fea	0	0	1	1	1	0	0	1	15.9%	0	0	10.1%
Feature w/o Disp	0	0	2	2	2	1	1	3	935.8%	1	2	65.4%
GJ BL (100% Juice)												
Average Promo Price	$7.88	$8.00	$6.74	$6.69	$6.79	$8.50	$7.35	$7.36	-6.6%	$7.55	$7.09	-6.0%
Price Reduction	1	1	7	2	1	0	1	1	42.0%	1	2	119.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	233.3%	0	0	-80.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	29.7%	0	0	-67.9%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26

2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
FOOD ($2MM+ GROCERY)
NIELSEN SCANTRACK

(Prices in dollars and Promotion in %ACV)

Report Ending Date: 04/18/26
Issue Date: 04/28/26
Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
`	4/19/2025	11/1/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026		2024-25	2025-26	% Change
NFC OJ												
Average Promo Price	$11.05	$11.48	$11.14	$10.77	$11.40	$11.67	$11.73	$11.24	1.7%	$9.93	$11.30	13.8%
Price Reduction	79	83	86	86	85	84	82	85	7.4%	84	84	0.0%
Feature & Disp	4	3	4	4	3	3	4	5	32.4%	4	4	-4.9%
Display w/o Fea	11	9	10	10	16	15	15	17	57.2%	10	13	34.1%
Feature w/o Disp	26	38	49	48	38	47	40	44	68.2%	39	44	11.8%
RECON OJ												
Average Promo Price	$8.99	$8.21	$8.16	$8.39	$8.61	$9.51	$8.76	$8.38	-6.8%	$8.15	$8.59	5.4%
Price Reduction	61	60	60	61	69	75	73	70	15.6%	61	67	10.1%
Feature & Disp	1	0	1	0	1	1	1	1	-57.5%	1	1	-56.7%
Display w/o Fea	5	4	3	3	3	3	4	6	15.3%	4	4	-8.6%
Feature w/o Disp	16	15	12	9	22	14	12	19	15.0%	16	15	-10.4%
Refrigerated OJ												
Average Promo Price	$10.44	$10.43	$10.38	$10.30	$10.63	$11.05	$10.80	$10.48	0.5%	$9.43	$10.57	12.1%
Price Reduction	87	87	89	89	91	89	88	89	2.6%	89	89	-0.5%
Feature & Disp	5	4	5	4	4	4	5	5	10.5%	5	4	-16.6%
Display w/o Fea	13	12	13	12	18	17	17	19	45.1%	12	15	23.9%
Feature w/o Disp	39	48	57	54	54	56	50	56	41.2%	50	53	7.7%
Frozen OJ												
Average Promo Price	$8.79	$7.87	$7.71	$9.10	$8.57	$8.73	$9.08	$8.88	1.0%	$7.89	$8.34	5.6%
Price Reduction	30	30	27	14	12	14	13	12	-60.3%	18	17	-1.4%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-32.4%	0	0	96.8%
Feature w/o Disp	1	1	2	1	0	0	2	1	10.5%	1	1	-6.3%
Shelf Stable OJ												
Average Promo Price	$10.44	$11.96	$11.00	$9.94	$10.31	$11.82	$11.94	$11.60	11.1%	$10.94	$11.27	3.0%
Price Reduction	8	19	8	7	7	9	17	5	-37.4%	13	10	-21.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-49.0%
Display w/o Fea	1	1	2	1	2	2	1	1	-20.9%	1	1	63.3%
Feature w/o Disp	1	1	1	1	1	1	1	3	279.0%	1	1	-14.5%
Total Orange Juice												
Average Promo Price	$10.39	$10.38	$10.32	$10.29	$10.61	$11.03	$10.80	$10.47	0.8%	$9.41	$10.55	12.0%
Price Reduction	88	88	90	90	92	90	89	90	2.8%	90	90	-0.2%
Feature & Disp	5	4	5	4	4	4	5	5	10.8%	5	4	-16.5%
Display w/o Fea	14	13	14	14	19	18	18	20	42.8%	13	17	27.5%
Feature w/o Disp	40	48	57	54	55	57	51	56	38.7%	50	54	7.4%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 04/18/26
2024-25 STD: 10/05/24 - 04/19/25
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD ($2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/19/25	11/01/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26		2024-25	2025-26	% Change
NFC GJ												
Average Promo Price	$10.91	$10.35	$10.66	$10.42	$10.83	$11.40	$10.60	$10.88	-0.3%	$10.35	$10.76	4.0%
Price Reduction	41	38	49	54	58	61	48	57	38.1%	48	52	10.0%
Feature & Disp	0	0	0	0	0	0	0	0	-39.4%	0	0	-60.9%
Display w/o Fea	2	1	1	1	1	1	1	1	-19.6%	1	1	-15.1%
Feature w/o Disp	10	10	14	14	16	11	14	14	47.0%	12	13	11.0%
RECON GJ												
Average Promo Price	$19.69	$28.46	$22.60	$21.54	$26.68	$30.34	$29.09	$33.94	72.4%	$17.00	$26.50	55.9%
Price Reduction	0	1	1	0	0	0	1	1	254.8%	0	1	260.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	14.8%	0	0	79.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Refrigerated GJ												
Average Promo Price	$10.94	$10.44	$10.72	$10.47	$10.90	$11.45	$10.68	$10.92	-0.2%	$10.37	$10.82	4.4%
Price Reduction	41	39	49	54	58	62	49	57	38.2%	48	53	10.3%
Feature & Disp	0	0	0	0	0	0	0	0	-39.4%	0	0	-60.9%
Display w/o Fea	2	1	1	1	2	2	2	2	-19.4%	2	1	-8.0%
Feature w/o Disp	10	10	14	14	16	11	14	14	47.0%	12	13	11.0%
Frozen GJ												
Average Promo Price	$5.04	$6.42	$6.53	$6.48	$5.75	$6.62	$6.58	$6.70	32.8%	$5.31	$6.59	24.1%
Price Reduction	0	0	0	0	0	0	0	0	-27.6%	0	0	-11.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	1.8%	0	0	339.3%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Shelf Stable GJ												
Average Promo Price	$10.30	$11.31	$10.12	$11.63	$14.33	$13.46	$14.41	$10.65	3.5%	$10.12	$11.96	18.1%
Price Reduction	27	23	21	21	25	17	21	30	12.7%	22	23	2.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	47.7%
Display w/o Fea	1	0	1	1	0	0	0	0	-29.4%	0	0	6.8%
Feature w/o Disp	1	2	1	1	1	1	1	3	220.7%	2	1	-12.2%
Total GJ												
Average Promo Price	$10.78	$10.57	$10.64	$10.59	$11.24	$11.57	$11.05	$10.85	0.7%	$10.33	$10.95	6.0%
Price Reduction	56	52	59	61	65	65	58	63	12.4%	57	60	6.4%
Feature & Disp	0	0	0	0	0	0	0	0	29.6%	0	0	-48.2%
Display w/o Fea	3	1	2	2	2	2	2	2	-20.4%	2	2	-1.9%
Feature w/o Disp	10	11	15	15	17	12	15	15	44.4%	13	14	6.0%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26

2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD ($2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 07 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	04/19/25	11/01/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Average Promo Price	$7.10	$6.45	$5.91	$6.76	$6.73	$7.00	$6.87	$6.56	-7.6%	$6.61	$6.59	-0.3%
Price Reduction	43	35	32	27	43	28	30	39	-9.5%	35	33	-4.1%
Feature & Disp	0	1	0	0	1	0	0	1	90.2%	0	0	40.0%
Display w/o Fea	4	4	4	2	3	3	5	9	119.4%	4	4	11.9%
Feature w/o Disp	8	3	2	3	12	5	6	6	-20.0%	5	5	14.0%
OJ Drinks 40-99.99%												
Average Promo Price	$10.60	$11.20	$10.70	$10.56	$10.66	$11.19	$11.09	$10.73	1.2%	$9.50	$10.85	14.2%
Price Reduction	47	44	44	48	48	41	44	52	9.6%	46	46	-0.3%
Feature & Disp	0	0	0	0	1	0	1	0	-52.8%	0	0	-1.0%
Display w/o Fea	3	1	1	1	3	1	2	2	-11.4%	2	2	2.8%
Feature w/o Disp	11	14	14	16	15	18	17	18	64.0%	13	16	19.5%
OJ Drinks - % not stated												
Average Promo Price	$8.49	$8.46	$9.69	$9.93	$10.80	$10.59	$9.74	$10.33	21.7%	$8.52	$9.96	16.8%
Price Reduction	20	28	39	41	32	38	31	38	92.7%	32	35	11.6%
Feature & Disp	0	0	0	0	0	0	1	0	-100.0%	0	0	152.0%
Display w/o Fea	2	3	3	3	3	3	3	4	94.6%	2	3	46.0%
Feature w/o Disp	1	3	0	3	3	0	3	0	-85.1%	2	2	-23.1%
Total OJ Drinks												
Average Promo Price	$9.49	$9.41	$9.55	$9.87	$9.93	$10.33	$9.91	$9.74	2.7%	$8.76	$9.82	12.1%
Price Reduction	69	66	70	71	71	68	65	73	6.8%	69	69	0.2%
Feature & Disp	1	1	0	0	2	1	2	1	12.6%	1	1	30.9%
Display w/o Fea	8	8	8	7	8	7	10	15	71.7%	7	9	20.3%
Feature w/o Disp	17	18	17	22	25	21	24	20	17.3%	19	21	12.1%
OJ BL Drinks												
Average Promo Price	$4.21	$4.47	$4.08	$4.43	$4.38	$4.37	$4.69	$4.83	14.8%	$4.33	$4.45	2.8%
Price Reduction	83	84	82	82	84	85	84	83	0.9%	83	83	0.0%
Feature & Disp	3	4	2	1	3	2	3	2	-14.5%	3	3	-4.9%
Display w/o Fea	21	25	24	19	21	22	26	27	28.6%	21	24	11.9%
Feature w/o Disp	31	28	19	12	18	29	19	17	-45.7%	26	20	-21.9%
OJ BL (100% Juice)												
Average Promo Price	$11.64	$11.56	$11.97	$13.18	$12.81	$11.80	$12.59	$11.55	-0.8%	$10.72	$12.18	13.6%
Price Reduction	64	65	60	61	69	66	70	69	7.6%	67	66	-2.7%
Feature & Disp	0	1	1	0	0	0	1	1	89.6%	1	1	-47.6%
Display w/o Fea	3	3	4	2	3	3	4	4	33.5%	4	3	-5.1%
Feature w/o Disp	12	13	7	5	14	15	15	15	25.1%	20	12	-40.1%
GJ Cocktail												
Average Promo Price	$6.55	$6.82	$6.61	$6.29	$7.21	$6.35	$6.46	$6.66	1.7%	$6.51	$6.62	1.6%
Price Reduction	30	17	20	20	12	15	15	40	35.3%	23	20	-11.9%
Feature & Disp	0	0	0	0	0	0	0	1	2559.2%	0	0	247.5%
Display w/o Fea	1	1	1	1	1	1	1	1	-7.2%	1	1	-1.5%
Feature w/o Disp	1	1	4	5	4	3	1	6	927.9%	2	4	63.9%
GJ BL (100% Juice)												
Average Promo Price	$7.87	$8.72	$7.83	$6.76	$6.83	$8.72	$7.32	$7.34	-6.7%	$7.53	$7.45	-1.0%
Price Reduction	2	2	2	3	2	1	2	2	25.9%	2	2	-4.3%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	231.3%	0	0	-52.7%
Feature w/o Disp	0	0	0	0	0	0	0	0	28.0%	0	0	-68.2%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 04/18/26

2024-25 STD: 10/05/24 - 04/19/25

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 04/19/25	This Year 52 weeks ending 04/18/26
Millions of Gallons		
Total Orange Juice	305.18	273.01
NFC OJ	198.52	182.76
RECON OJ	88.70	76.14
Frozen OJ	10.17	8.96
Shelf Stable OJ	7.80	5.15
Millions of Dollars		
Total Orange Juice	$3,111.82	$3,170.46
NFC OJ	$2,176.33	$2,304.71
RECON OJ	$771.20	$727.06
Frozen OJ	$82.39	$77.70
Shelf Stable OJ	$81.90	$60.99
Average Price per Gallon		
Total Orange Juice	$10.20	$11.61
NFC OJ	$10.96	$12.61
RECON OJ	$8.69	$9.55
Frozen OJ	$8.11	$8.67
Shelf Stable OJ	$10.50	$11.84
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	65.0%	66.9%
RECON OJ	29.1%	27.9%
Frozen OJ	3.3%	3.3%
Shelf Stable OJ	2.6%	1.9%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	69.9%	72.7%
RECON OJ	24.8%	22.9%
Frozen OJ	2.6%	2.5%
Shelf Stable OJ	2.6%	1.9%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 weeks ending 04/18/26 and 52 weeks ending 04/19/25.

Created: 04/28/2026

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 04/19/25	This Year 52 weeks ending 04/18/26
Millions of Gallons		
Total Grapefruit Juice	9.78	8.86
NFC GJ	6.81	5.83
RECON GJ	0.22	0.29
Frozen GJ	0.01	0.02
Shelf Stable GJ	2.74	2.72
Millions of Dollars		
Total Grapefruit Juice	$111.39	$108.40
NFC GJ	$81.35	$75.98
RECON GJ	$5.09	$6.88
Frozen GJ	$0.04	$0.16
Shelf Stable GJ	$24.91	$25.38
Average Price per Gallon		
Total Grapefruit Juice	$11.39	$12.23
NFC GJ	$11.94	$13.03
RECON GJ	$23.38	$23.52
Frozen GJ	$6.26	$7.19
Shelf Stable GJ	$9.08	$9.34
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	69.6%	65.8%
RECON GJ	2.2%	3.3%
Frozen GJ	0.1%	0.2%
Shelf Stable GJ	28.1%	30.7%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	73.0%	70.1%
RECON GJ	4.6%	6.3%
Frozen GJ	0.0%	0.1%
Shelf Stable GJ	22.4%	23.4%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 weeks ending 04/18/26 and 52 weeks ending 04/19/25.

Created: 04/28/2026

Orange Juice Sales at xAOC - by Region

Gallons

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 04/18/26	% of Total	% Chg	4 Weeks Ending 04/19/25	% of Total
Total US										
Total Orange Juice	273,006,863		-10.5%	305,181,827		21,112,529		-3.7%	21,926,348	
NFC OJ	182,761,957		-7.9%	198,519,150		14,209,378		-2.3%	14,546,331	
RECON OJ	76,138,193		-14.2%	88,697,539		5,941,353		-1.6%	6,036,229	
Northeast Region										
Total Orange Juice	50,301,777	18.4%	-10.6%	56,242,137	18.4%	3,906,746	18.5%	-4.7%	4,100,771	18.7%
NFC OJ	38,089,373	20.8%	-9.7%	42,172,505	21.2%	3,006,275	21.2%	-4.3%	3,140,869	21.6%
RECON OJ	10,726,500	14.1%	-10.5%	11,987,030	13.5%	801,625	13.5%	0.0%	801,433	13.3%
South Region										
Total Orange Juice	115,588,175	42.3%	-9.9%	128,357,133	42.1%	8,868,433	42.0%	-3.4%	9,175,839	41.8%
NFC OJ	74,572,129	40.8%	-8.7%	81,704,259	41.2%	5,667,997	39.9%	-4.3%	5,919,591	40.7%
RECON OJ	34,569,708	45.4%	-10.8%	38,747,774	43.7%	2,744,323	46.2%	3.1%	2,660,695	44.1%
West Region										
Total Orange Juice	50,744,815	18.6%	-12.2%	57,820,376	18.9%	3,893,641	18.4%	-3.9%	4,052,932	18.5%
NFC OJ	34,093,005	18.7%	-7.2%	36,725,423	18.5%	2,646,076	18.6%	0.0%	2,644,907	18.2%
RECON OJ	13,707,020	18.0%	-20.5%	17,245,227	19.4%	1,054,935	17.8%	-6.2%	1,124,410	18.6%
Midwest Region										
Total Orange Juice	56,496,657	20.7%	-10.2%	62,898,938	20.6%	4,453,029	21.1%	-3.3%	4,607,260	21.0%
NFC OJ	36,087,086	19.7%	-5.0%	38,003,974	19.1%	2,895,321	20.4%	1.7%	2,847,847	19.6%
RECON OJ	17,155,727	22.5%	-17.3%	20,738,851	23.4%	1,341,937	22.6%	-7.5%	1,451,299	24.0%

Dollars

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 04/18/26	% of Total	% Chg	4 Weeks Ending 04/19/25	% of Total
Total US										
Total Orange Juice	$3,170,457,702		1.9%	$3,111,816,265		$242,413,041		-0.9%	$244,621,950	
NFC OJ	$2,304,706,896		5.9%	$2,176,328,026		$177,552,107		2.4%	$173,392,721	
RECON OJ	$727,057,454		-5.7%	$771,198,379		$55,275,343		-5.5%	$58,492,012	
Northeast Region										
Total Orange Juice	$591,263,375	18.6%	2.4%	$577,264,944	18.6%	$45,696,458	18.9%	-0.9%	$46,117,568	18.9%
NFC OJ	$464,243,875	20.1%	4.5%	$444,087,516	20.4%	$36,113,310	20.3%	0.0%	$36,096,704	20.8%
RECON OJ	$110,899,677	15.3%	-1.2%	$112,239,359	14.6%	$8,511,766	15.4%	1.7%	$8,371,623	14.3%
South Region										
Total Orange Juice	$1,296,235,368	40.9%	1.7%	$1,274,829,159	41.0%	$98,440,044	40.6%	-1.0%	$99,391,569	40.6%
NFC OJ	$932,383,455	40.5%	5.3%	$885,685,586	40.7%	$70,874,585	39.9%	1.2%	$70,030,766	40.4%
RECON OJ	$306,078,370	42.1%	-4.7%	$321,219,532	41.7%	$23,418,227	42.4%	-2.9%	$24,116,830	41.2%
West Region										
Total Orange Juice	$632,405,635	19.9%	0.9%	$626,466,938	20.1%	$47,886,252	19.8%	-0.9%	$48,307,390	19.7%
NFC OJ	$459,856,142	20.0%	5.9%	$434,067,813	19.9%	$35,229,848	19.8%	4.1%	$33,841,884	19.5%
RECON OJ	$141,492,747	19.5%	-9.1%	$155,637,467	20.2%	$10,574,302	19.1%	-9.3%	$11,652,426	19.9%
Midwest Region										
Total Orange Juice	$651,105,784	20.5%	2.7%	$633,969,514	20.4%	$50,442,217	20.8%	-0.9%	$50,875,250	20.8%
NFC OJ	$448,328,332	19.5%	8.6%	$412,766,597	19.0%	$35,356,593	19.9%	5.7%	$33,456,719	19.3%
RECON OJ	$168,783,047	23.2%	-7.4%	$182,250,337	23.6%	$12,784,965	23.1%	-11.0%	$14,364,898	24.6%

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Created: 04/28/26

Grapefruit Juice Sales at xAOC - by Region

Gallons

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 04/18/26	% of Total	% Chg	4 Weeks Ending 04/19/25	% of Total
Total US										
Total Grapefruit Juice	8,861,491		-9.4%	9,778,725		680,668		-7.1%	732,428	
NFC GJ	5,829,661		-14.4%	6,810,554		438,490		-12.7%	502,067	
RECON GJ	3,031,829		2.1%	2,968,171		242,178		5.1%	230,361	
Northeast Region										
Total Grapefruit Juice	1,700,171	19.2%	-8.9%	1,867,044	19.1%	129,901	19.1%	-4.7%	136,295	18.6%
NFC GJ	1,269,806	21.8%	-13.7%	1,471,633	21.6%	94,379	21.5%	-9.3%	104,113	20.7%
RECON GJ	430,365	14.2%	8.8%	395,412	13.3%	35,522	14.7%	10.4%	32,182	14.0%
South Region										
Total Grapefruit Juice	3,651,734	41.2%	-8.4%	3,984,864	40.8%	284,926	41.9%	-7.2%	307,041	41.9%
NFC GJ	2,273,087	39.0%	-14.2%	2,647,948	38.9%	170,016	38.8%	-16.1%	202,545	40.3%
RECON GJ	1,378,647	45.5%	3.1%	1,336,916	45.0%	114,910	47.4%	10.0%	104,497	45.4%
West Region										
Total Grapefruit Juice	2,038,990	23.0%	-10.5%	2,277,280	23.3%	152,539	22.4%	-7.8%	165,417	22.6%
NFC GJ	1,362,792	23.4%	-14.7%	1,597,227	23.5%	102,395	23.4%	-11.1%	115,176	22.9%
RECON GJ	676,198	22.3%	-0.6%	680,053	22.9%	50,143	20.7%	-0.2%	50,242	21.8%
Midwest Region										
Total Grapefruit Juice	1,464,802	16.5%	-10.9%	1,643,816	16.8%	112,975	16.6%	-8.3%	123,262	16.8%
NFC GJ	918,682	15.8%	-15.6%	1,088,183	16.0%	71,384	16.3%	-10.5%	79,778	15.9%
RECON GJ	546,120	18.0%	-1.7%	555,633	18.7%	41,591	17.2%	-4.4%	43,483	18.9%

Dollars

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 04/18/26	% of Total	% Chg	4 Weeks Ending 04/19/25	% of Total
Total US										
Total Grapefruit Juice	$108,395,910		-2.7%	$111,386,287		$8,155,492		-7.0%	$8,770,309	
NFC GJ	$75,978,800		-6.6%	$81,346,097		$5,628,298		-13.4%	$6,500,204	
RECON GJ	$32,417,109		7.9%	$30,040,190		$2,527,195		11.3%	$2,270,105	
Northeast Region										
Total Grapefruit Juice	$21,971,630	20.3%	-2.4%	$22,500,737	20.2%	$1,660,815	20.4%	-5.7%	$1,760,543	20.1%
NFC GJ	$16,708,263	22.0%	-5.9%	$17,749,466	21.8%	$1,251,539	22.2%	-8.7%	$1,371,412	21.1%
RECON GJ	$5,263,367	16.2%	10.8%	$4,751,271	15.8%	$409,276	16.2%	5.2%	$389,131	17.1%
South Region										
Total Grapefruit Juice	$42,783,329	39.5%	-1.4%	$43,369,418	38.9%	$3,339,044	40.9%	-5.5%	$3,533,707	40.3%
NFC GJ	$28,604,869	37.6%	-5.9%	$30,406,587	37.4%	$2,131,857	37.9%	-16.2%	$2,543,160	39.1%
RECON GJ	$14,178,461	43.7%	9.4%	$12,962,831	43.2%	$1,207,187	47.8%	21.9%	$990,546	43.6%
West Region										
Total Grapefruit Juice	$26,383,907	24.3%	-4.6%	$27,648,124	24.8%	$1,889,499	23.2%	-9.8%	$2,095,399	23.9%
NFC GJ	$19,046,232	25.1%	-7.8%	$20,656,345	25.4%	$1,372,328	24.4%	-14.0%	$1,595,671	24.5%
RECON GJ	$7,337,675	22.6%	4.9%	$6,991,778	23.3%	$517,171	20.5%	3.5%	$499,728	22.0%
Midwest Region										
Total Grapefruit Juice	$17,080,573	15.8%	-3.6%	$17,713,116	15.9%	$1,254,008	15.4%	-8.5%	$1,370,465	15.6%
NFC GJ	$11,453,719	15.1%	-7.5%	$12,385,166	15.2%	$860,723	15.3%	-12.1%	$979,410	15.1%
RECON GJ	$5,626,853	17.4%	5.6%	$5,327,951	17.7%	$393,285	15.6%	0.6%	$391,055	17.2%

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined retail universe. xAOC data are for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Created: 04/28/26