Retail Sales Trends

Report # 7 of the 2025-26 Season
Period Ending 04/18/2026

Florida Department of Citrus
Economic and Market Research Department

2025-26

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This EMRD report provides the retail sales trends of orange juice, orange juice blends, and grapefruit juice for the period ending 04/18/2026.

Source of data: Nielsen IQ Discover. 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 (e.g., Target, Walmart), club (e.g., Sam's and BJ's), dollar stores (e.g., Dollar General, Family Dollar and Fred's), and military/DECA.

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Quick Topline

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Total xAOC – 4 Weeks ending 04/18/26

TOTAL US - XAOC
4 WEEKS ENDING
04/18/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL OJ	21,926,348	21,112,529	-3.71%	$244,621,950	$242,413,041	-0.90%	$11.16	$11.48	2.92%
TL OJ REF NFC	14,546,331	14,209,378	-2.32%	$173,392,721	$177,552,107	2.40%	$11.92	$12.50	4.83%
NFC <11oz	249,625	247,884	-0.70%	$4,982,852	$5,182,290	4.00%	$19.96	$20.91	4.73%
NFC 11-20oz	292,001	320,877	9.89%	$7,619,513	$8,371,007	9.86%	$26.09	$26.09	-0.02%
NFC 20-40oz	144,821	98,215	-32.18%	$3,368,900	$2,705,876	-19.68%	$23.26	$27.55	18.43%
NFC 40-70oz	9,512,473	9,838,729	3.43%	$109,936,921	$116,456,096	5.93%	$11.56	$11.84	2.42%
NFC 70-110oz	3,722,069	3,046,415	-18.15%	$41,341,801	$38,015,546	-8.05%	$11.11	$12.48	12.35%
NFC >110oz	625,340	657,257	5.10%	$6,142,734	$6,821,292	11.05%	$9.82	$10.38	5.65%
TL OJ REF RECON	6,036,229	5,941,353	-1.57%	$58,492,012	$55,275,343	-5.50%	$9.69	$9.30	-3.99%
TL GJ	732,428	680,668	-7.07%	$8,770,309	$8,155,492	-7.01%	$11.97	$11.98	0.06%

Total xAOC - SYTD

TOTAL US - XAOC
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	SYTD 2024-25	SYTD 2025-26	% Chg	SYTD 2024-25	SYTD 2025-26	% Chg	SYTD 2024-25	SYTD 2025-26	% Chg
TL OJ	169,436,528	155,343,238	-8.32%	$1,778,320,341	$1,800,678,474	1.26%	$10.50	$11.59	10.44%
TL OJ REF NFC	111,633,919	105,645,700	-5.36%	$1,249,533,165	$1,327,465,848	6.24%	$11.19	$12.57	12.26%
NFC <11oz	1,854,791	1,829,268	-1.38%	$35,850,534	$37,342,800	4.16%	$19.33	$20.41	5.62%
NFC 11-20oz	2,224,297	2,318,272	4.22%	$54,447,738	$59,259,802	8.84%	$24.48	$25.56	4.43%
NFC 20-40oz	1,135,401	797,722	-29.74%	$23,857,123	$20,864,352	-12.54%	$21.01	$26.15	24.48%
NFC 40-70oz	76,611,838	70,150,656	-8.43%	$823,377,676	$846,342,693	2.79%	$10.75	$12.06	12.26%
NFC 70-110oz	24,728,331	26,244,963	6.13%	$265,940,669	$319,939,217	20.30%	$10.75	$12.19	13.35%
NFC >110oz	5,079,261	4,304,820	-15.25%	$46,059,426	$43,716,984	-5.09%	$9.07	$10.16	11.99%
TL OJ REF RECON	48,049,465	42,484,149	-11.58%	$437,915,645	$401,986,518	-8.20%	$9.11	$9.46	3.82%
TL GJ	5,253,258	4,815,910	-8.33%	$61,454,086	$59,241,937	-3.60%	$11.70	$12.30	5.15%

Orange Juice Prices

- The scanner data as reported in the Nielsen Topline Report for period ending 04/18/2026 is preliminary. The Nielsen Topline report provides year-over-year (YOY) and season-to-date (STD) data.

- Average YOY Total OJ price increased by 2.9% to $11.48 per equivalent gallon.
  - Average YOY NFC price increased by 4.8% to $12.50 per equivalent gallon.
  - Average YOY Recon price decreased by 4.0% to $9.30 per equivalent gallon.

- Average STD Total OJ price increased by 10.4% from $10.50 to $11.59 per equivalent gallon.
  - Average STD NFC price increased by 12.3 % from $ 11.19 to $ 12.57 per equivalent gallon.
  - Average STD Recon price increased by 3.8 % from $ 9.11 to $9.46 per equivalent gallon.

Orange Juice Volume

- The scanner data as reported in the Nielsen Topline Report for period ending 04/18/2026 is preliminary. The Nielsen Topline report provides year-over-year (YOY) and season-to-date (STD) data.

- Average YOY Total OJ sales decreased by 3.7% to 21.11 million equivalent gallons.
  - Average YOY NFC sales decreased by 2.3% (or by 0.34 million equivalent gallons).
  - Average YOY Recon sales decreased by 1.6% (or by 0.09 million equivalent gallons).

- Average Total OJ sales for the season since October 2025 are down by 8.3% with 155.34 million equivalent gallons.
  - Average STD NFC sales decreased by 5.4% with 105.65 million equivalent gallons sold since October 2025.
  - Average STD Recon sales decreased by 11.6% with 42.48 million equivalent gallons sold since October 2025.

Container Size Categories

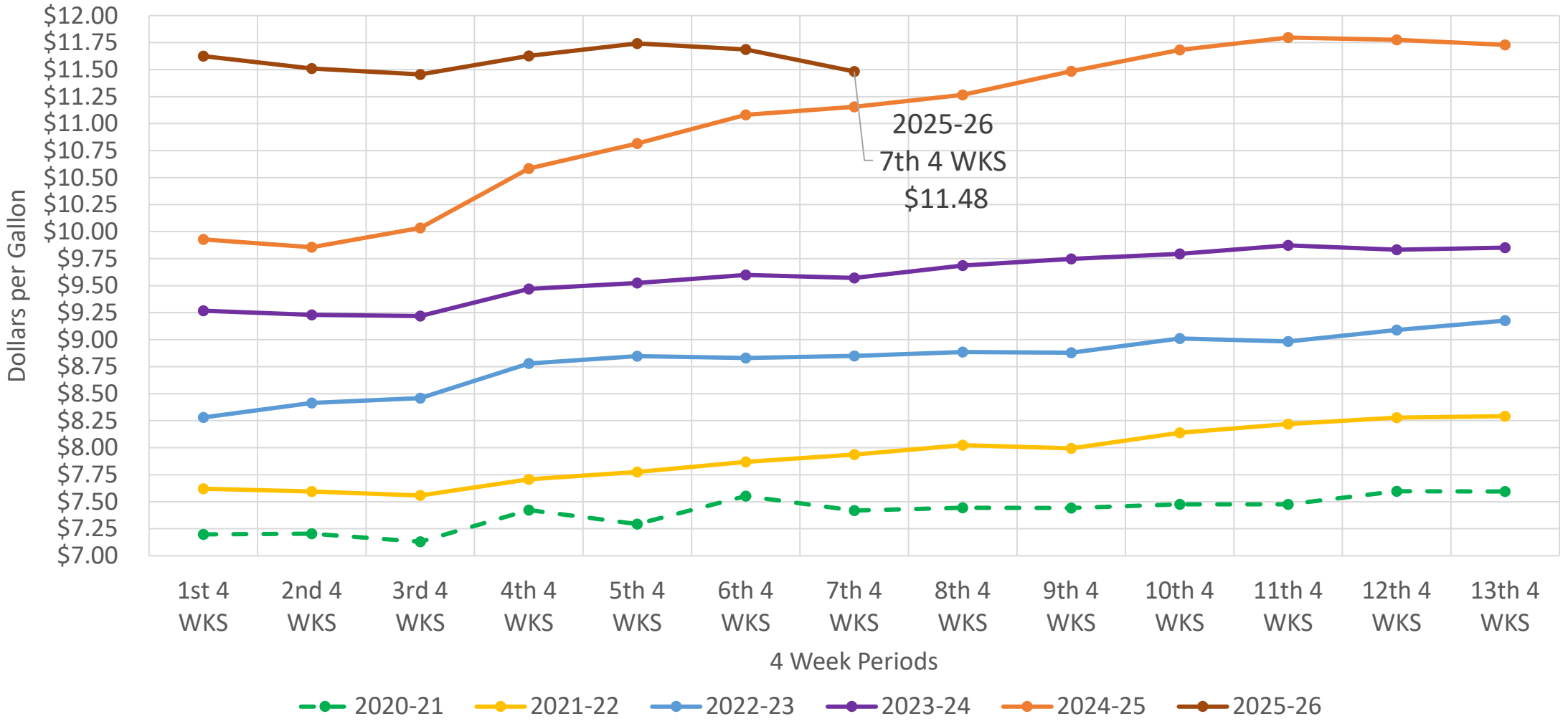
Size Ranges	Container sizes included (ounces)
<11 oz	6, 6.75, 8, 8.45, 10, 10.1, 10.5
11-20 oz	11, 11.5, 12, 12.07, 13.5, 14, 15.2, 16, 17.5
20-40 oz	20, 25.3, 25.4, 28, 32, 33.8
40-70 oz	46, 48, 52, 59, 59.15, 59.17, 63.882, 64
70-110 oz	76, 89, 92, 96
>110 oz	118, 128

Orange Juice Summary

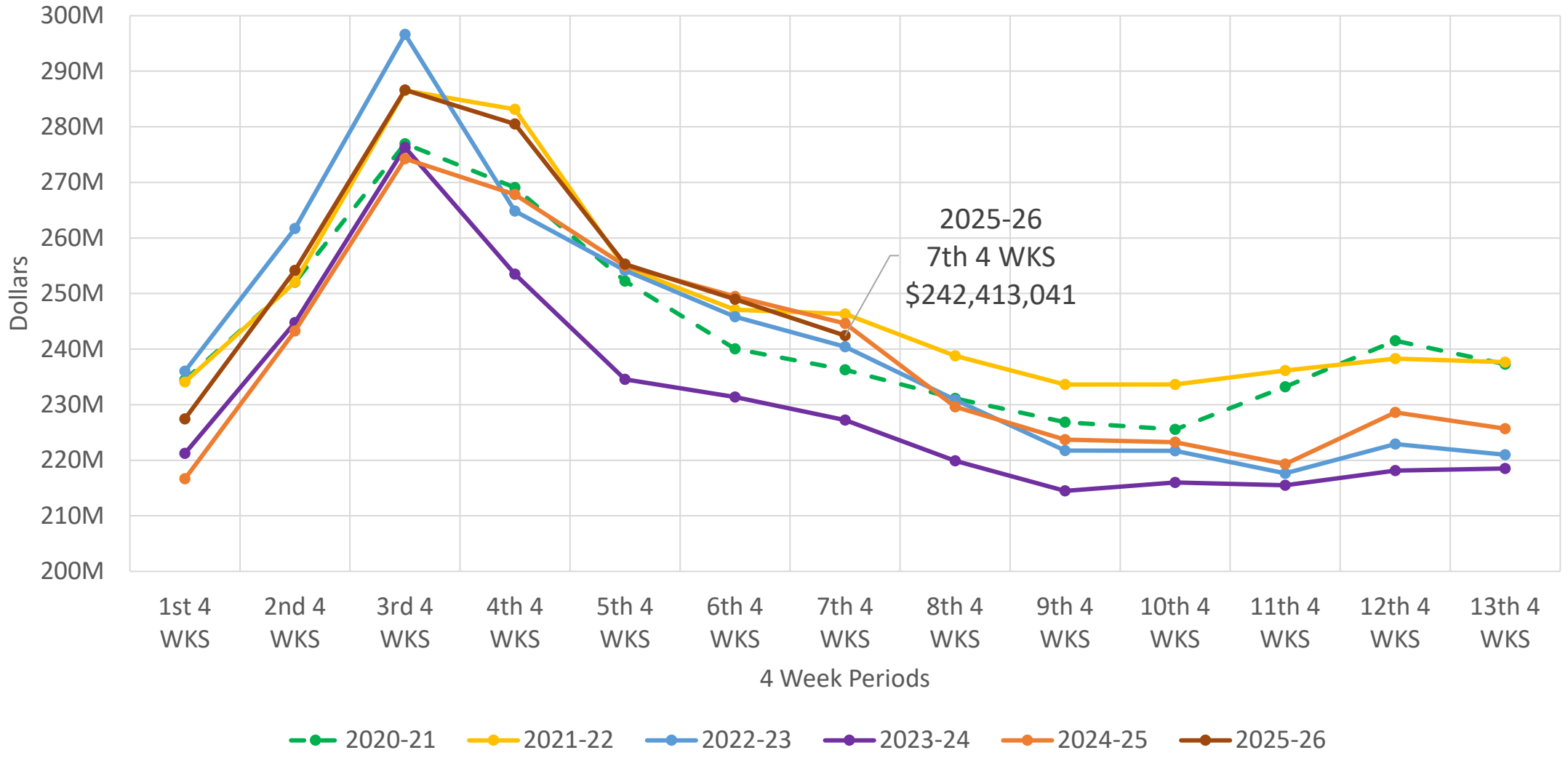
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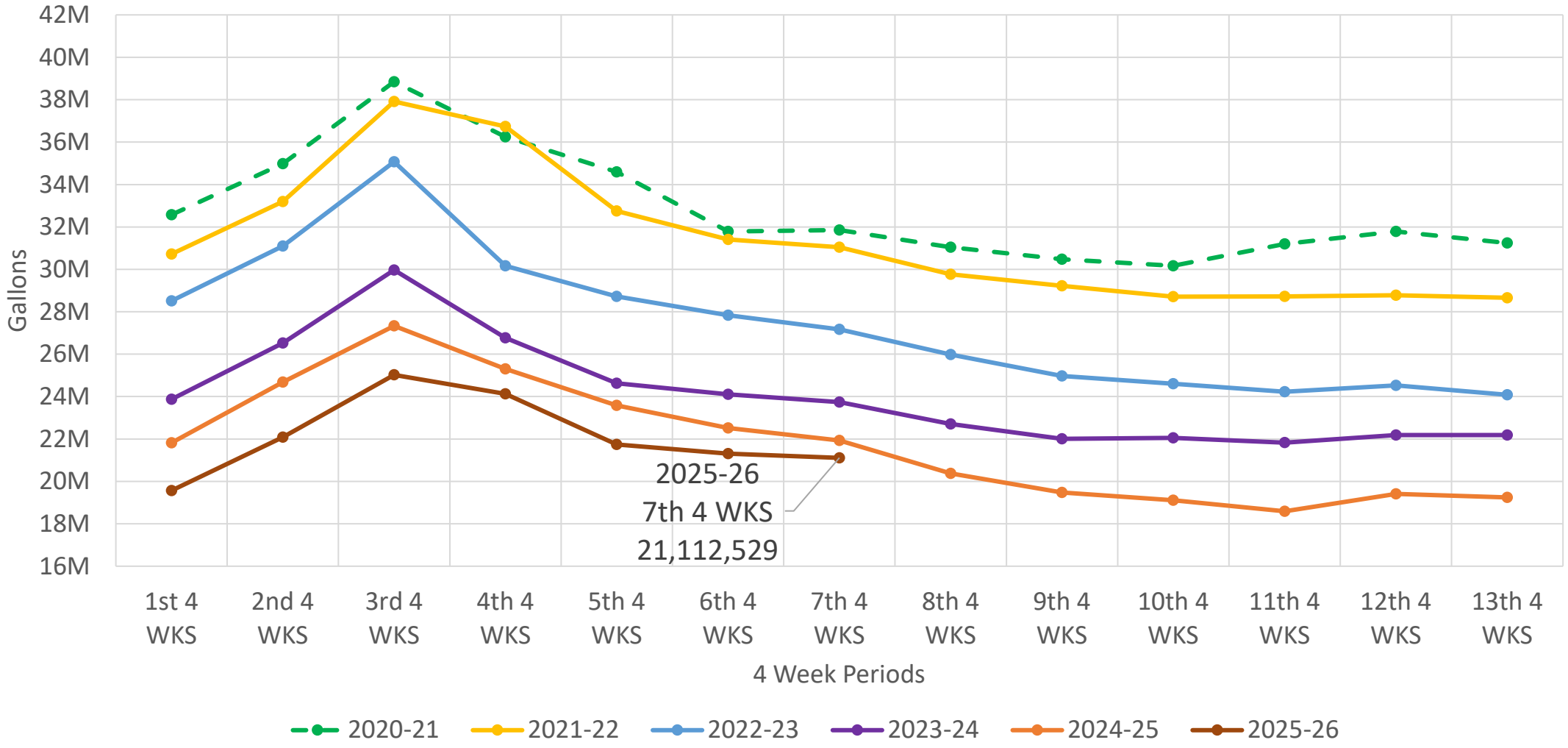
Average OJ Price (xAOC)



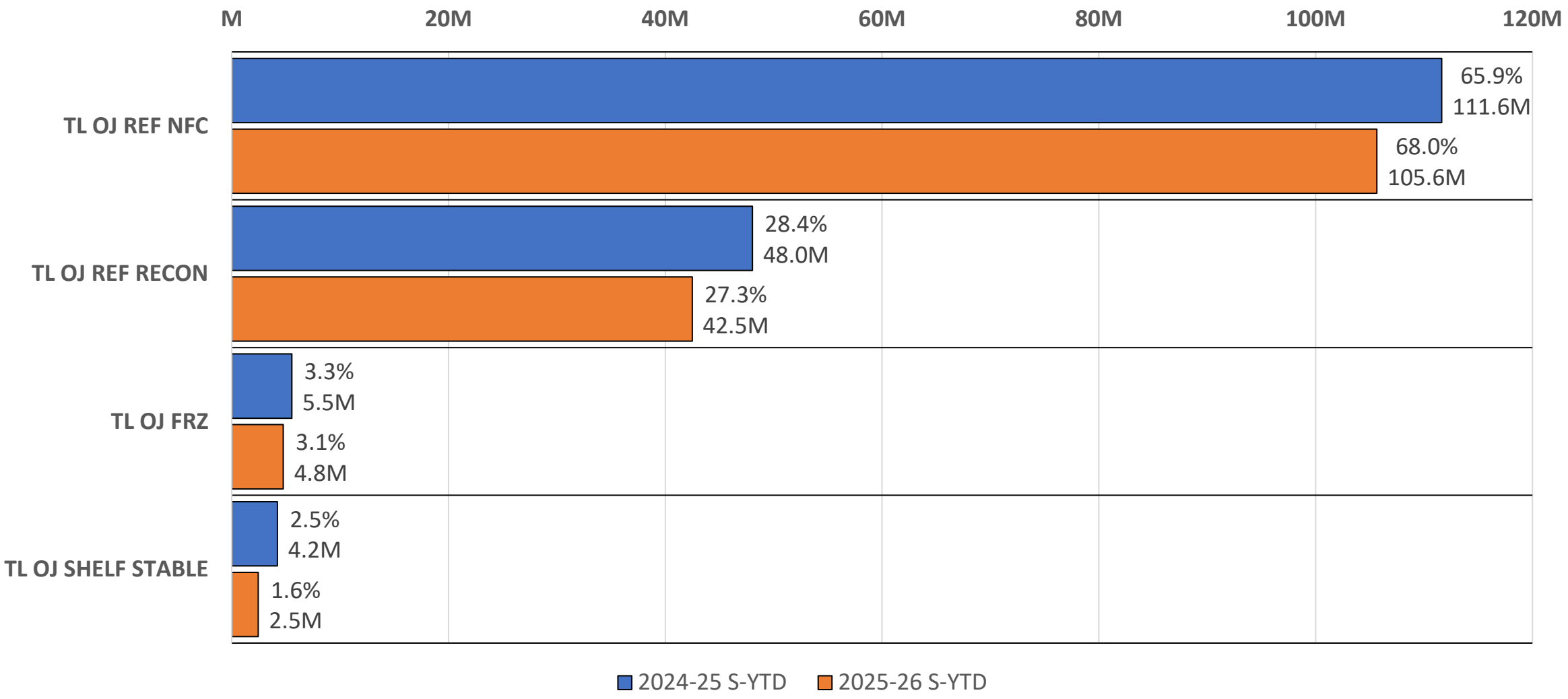
Total OJ Dollars (xAOC)



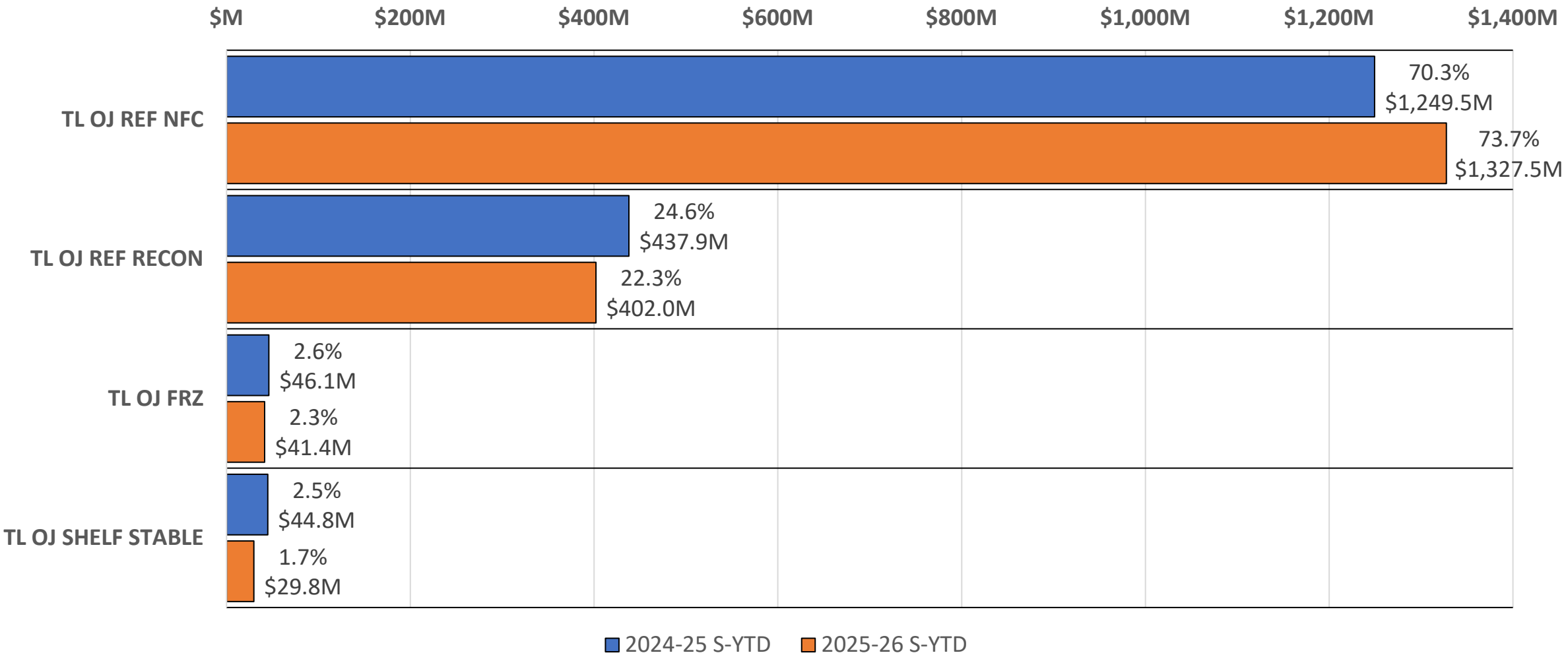
Total OJ Gallons (xAOC)



OJ Volume Share by Product



OJ Dollar Share by Product

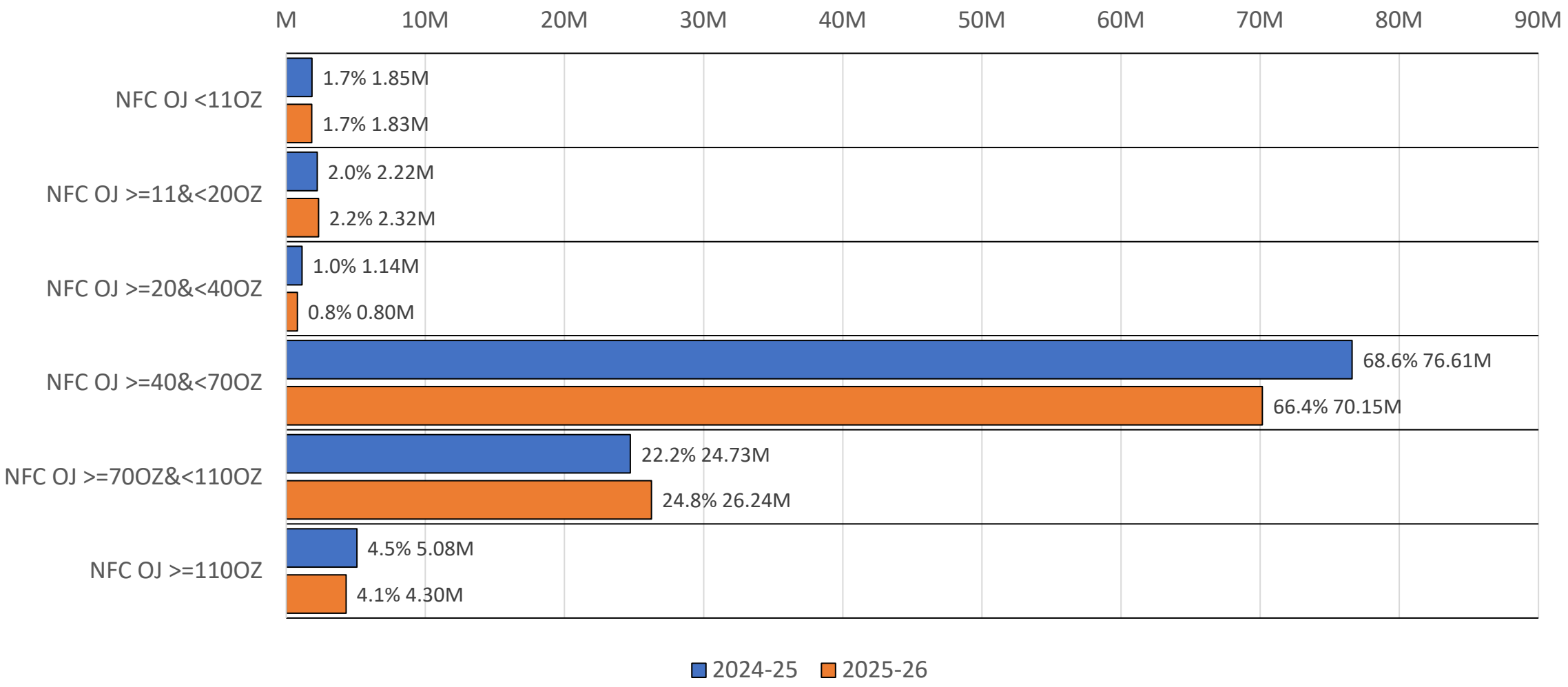


NFC Orange Juice

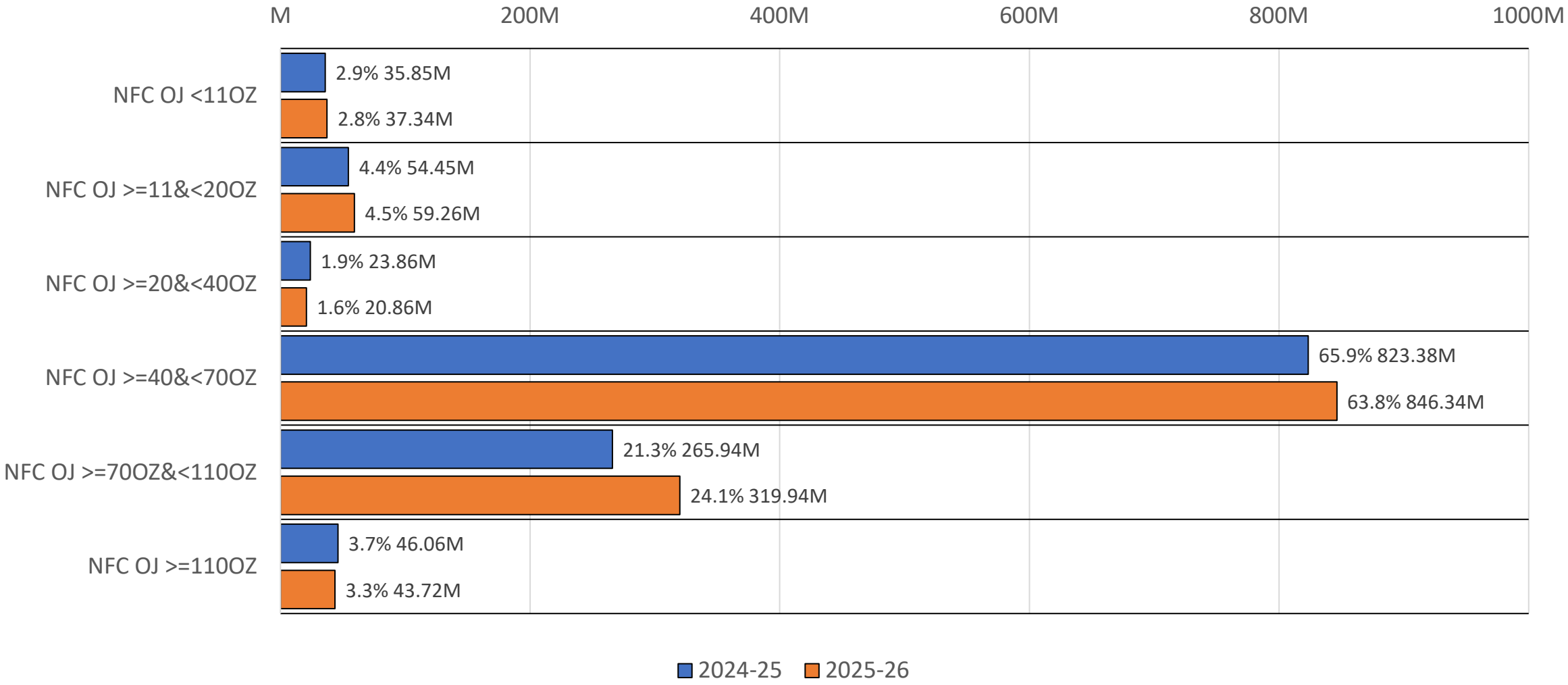
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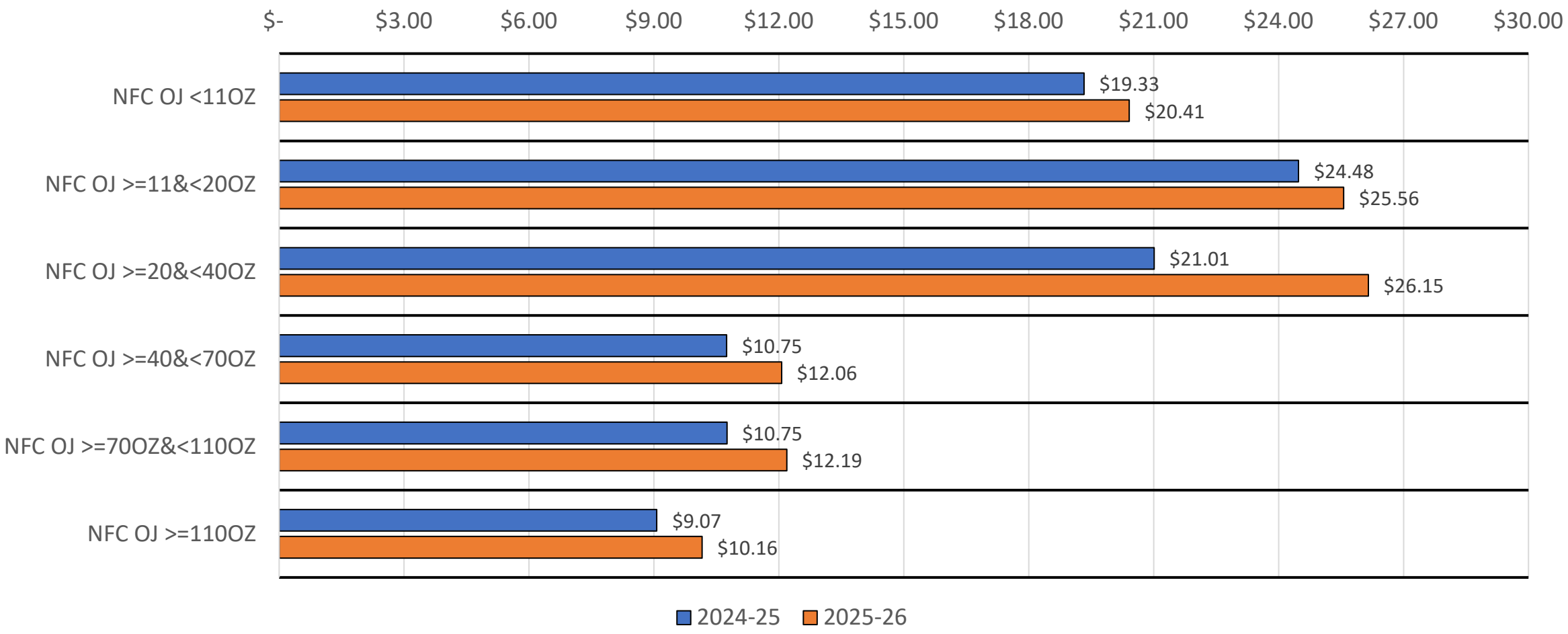
NFC OJ Gallon Sales by Size (S-YTD)



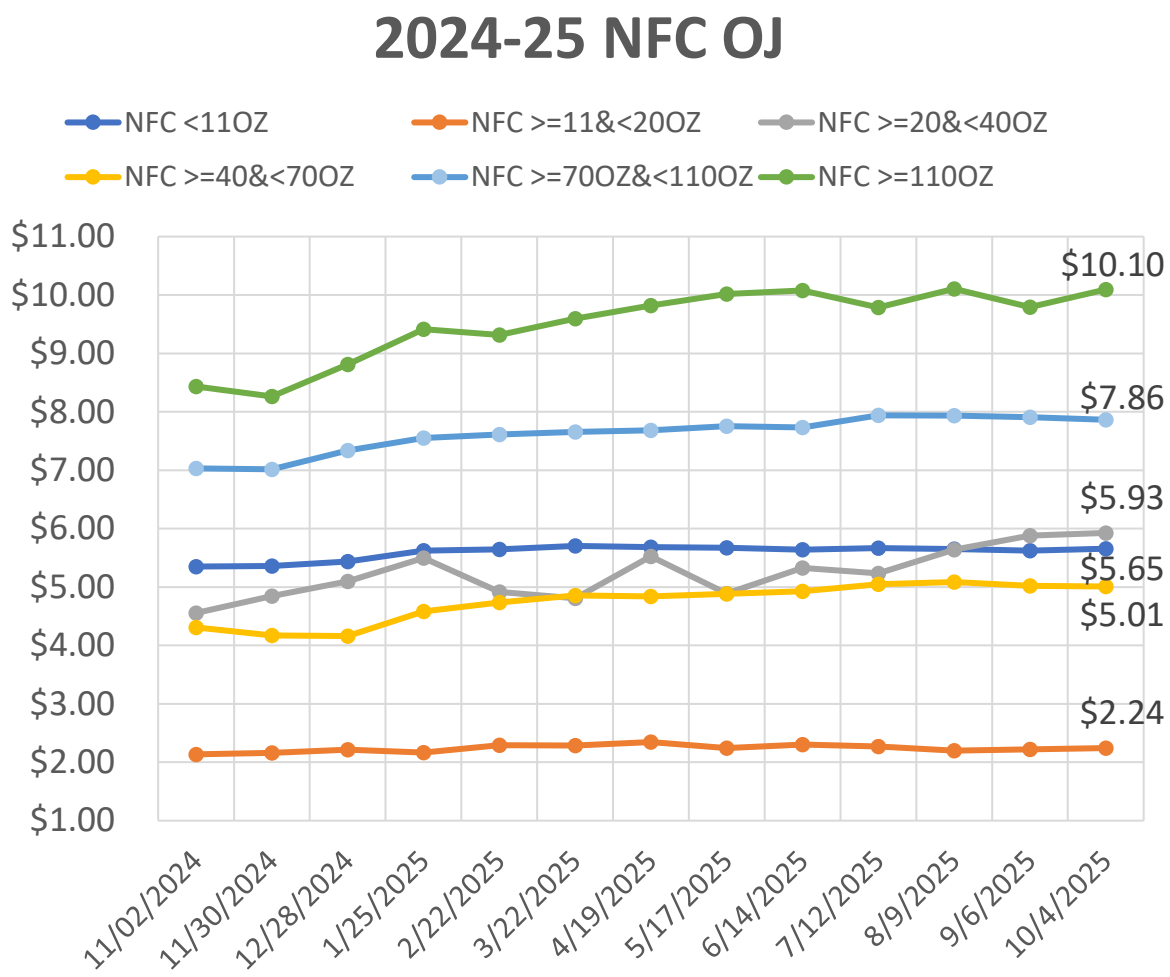
NFC OJ Dollar Sales by Size (S-YTD)

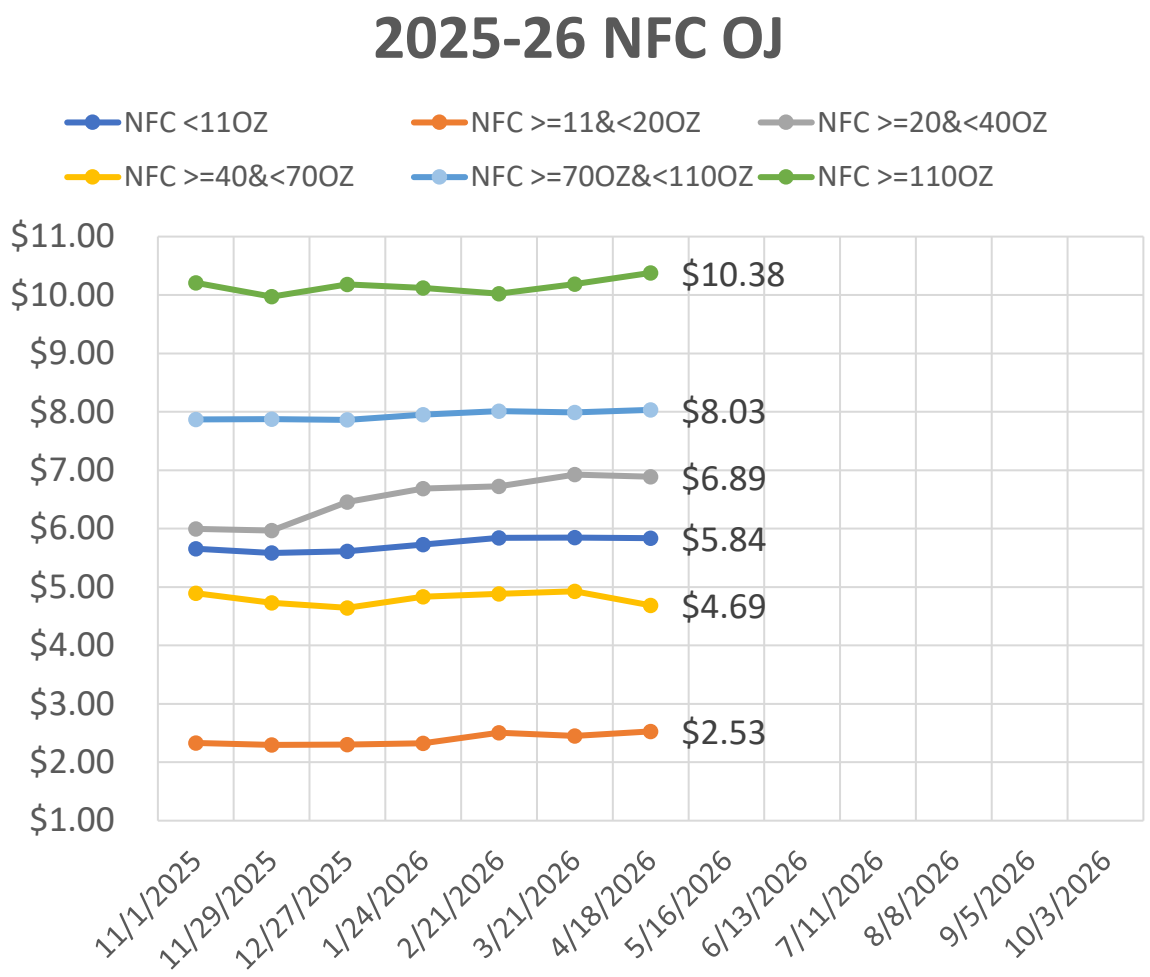


NFC OJ Dollars per Gallon by Size (S-YTD)

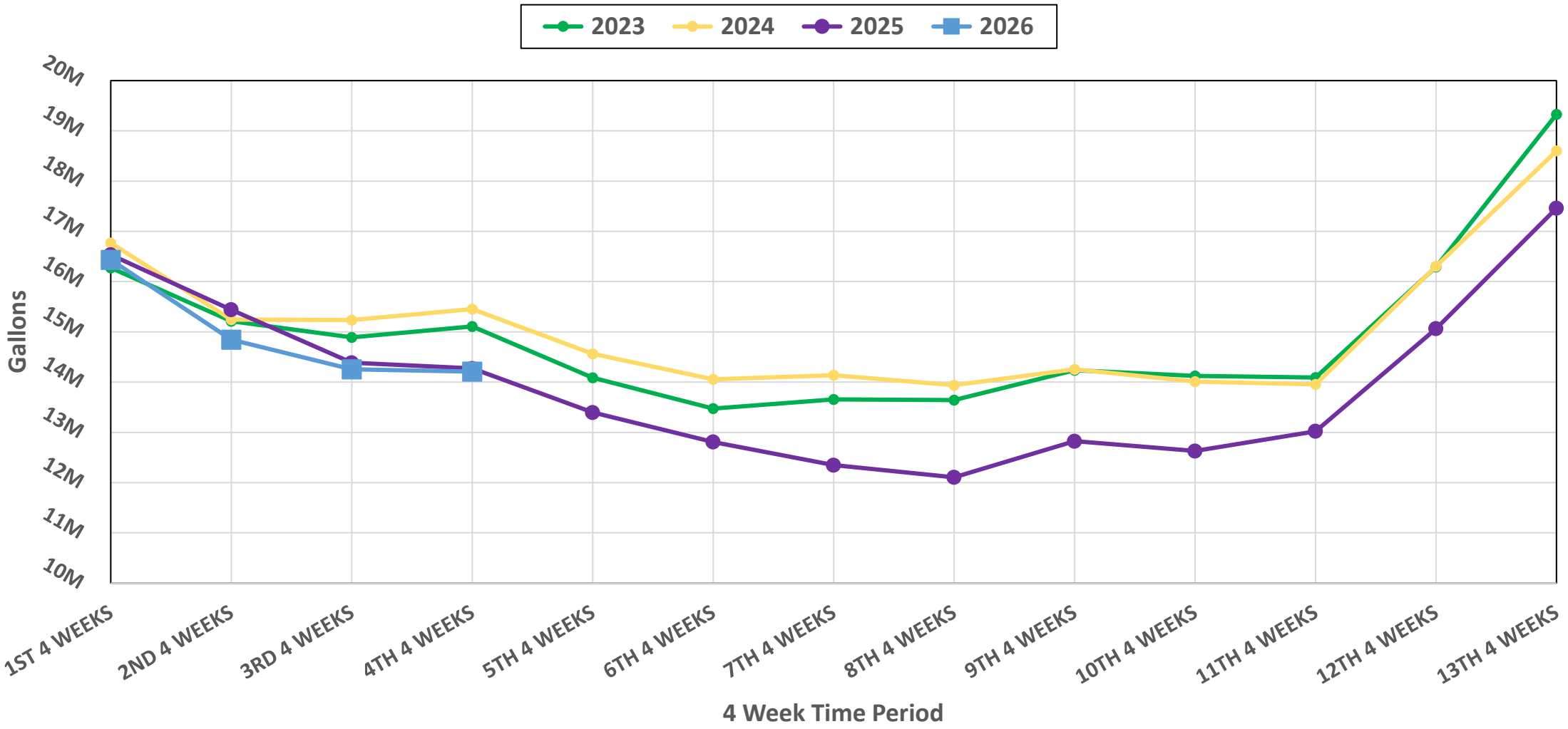


NFC OJ Average Retail Price by Size

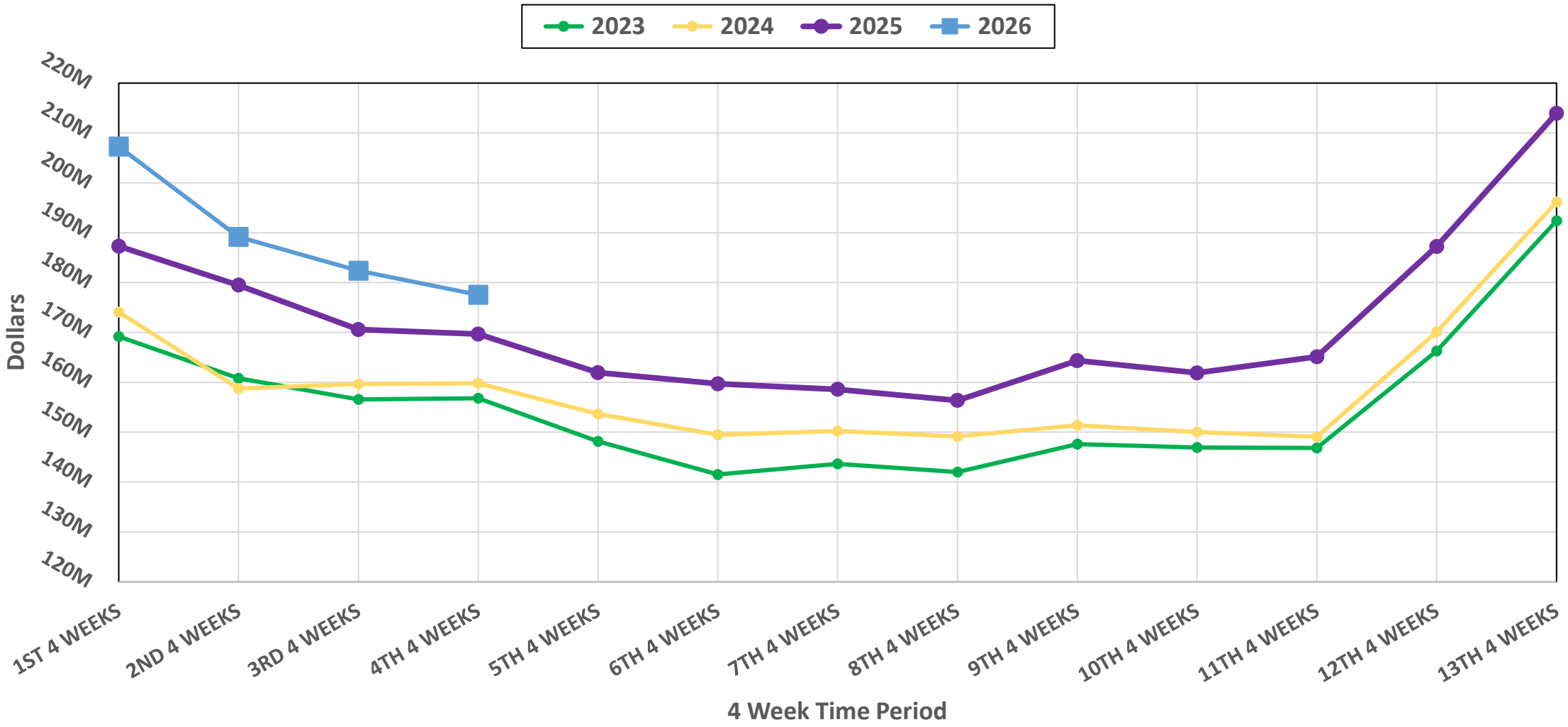




NFC OJ Gallon Sales (Year-over-Year)



NFC OJ Dollar Sales (Year-over-Year)

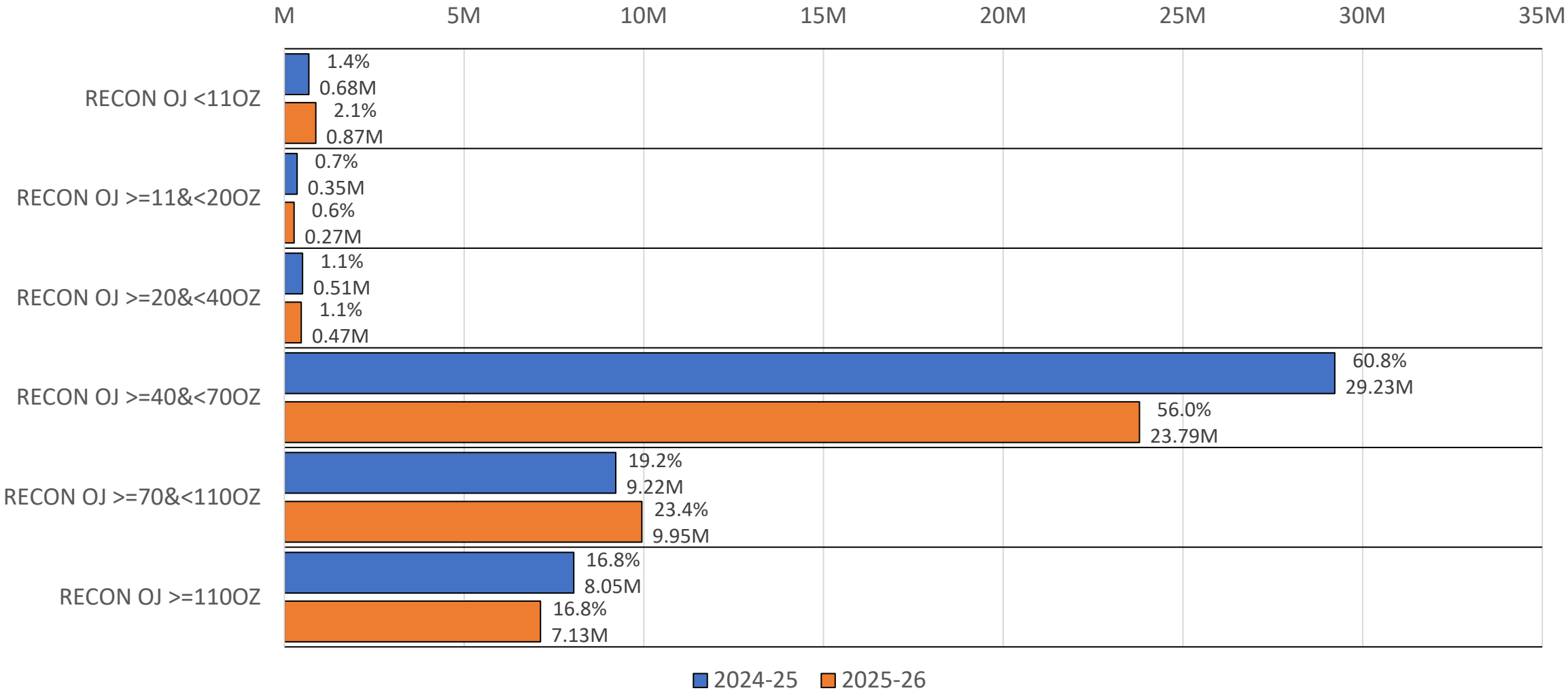


Recon Orange Juice

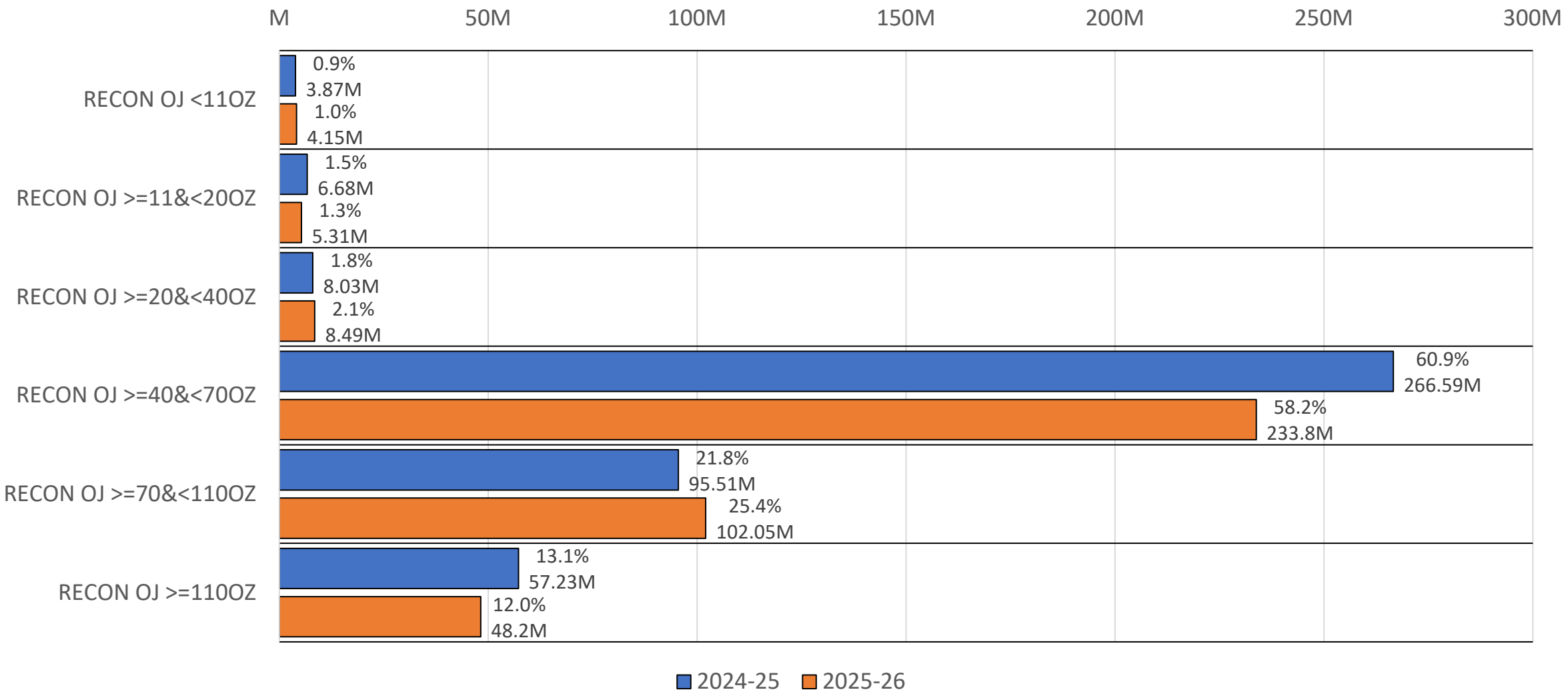
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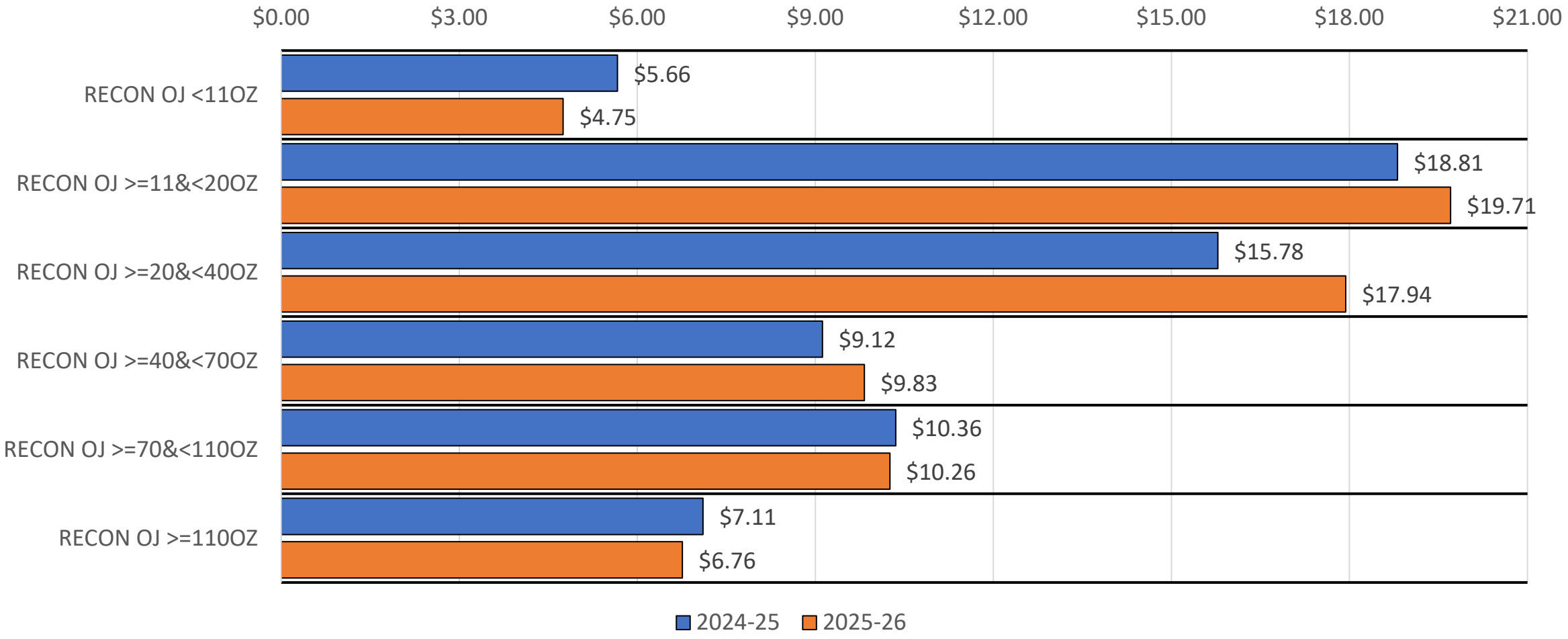
Recon OJ Gallon Sales by Size (S-YTD)



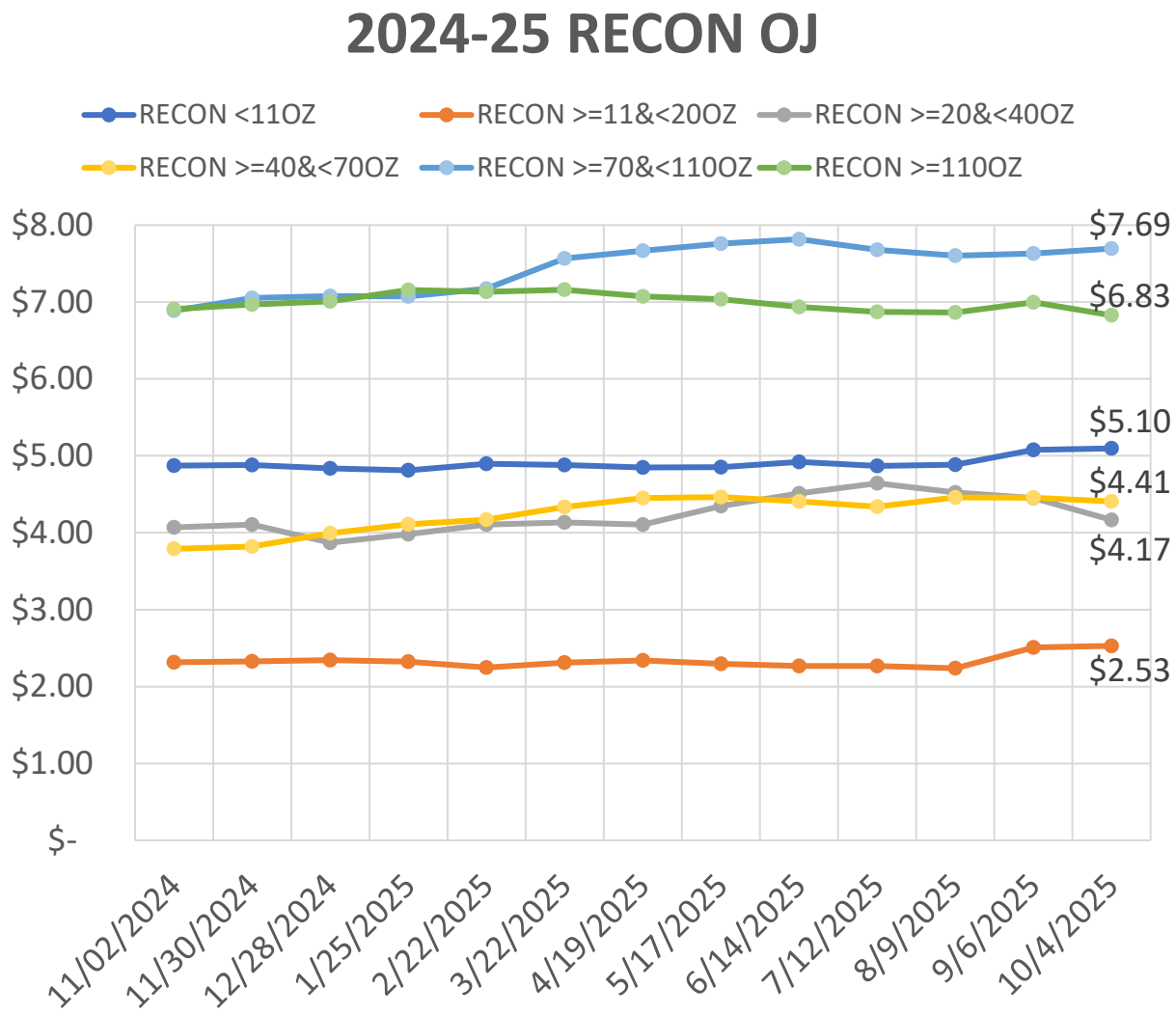
Recon OJ Dollar Sales by Size (S-YTD)

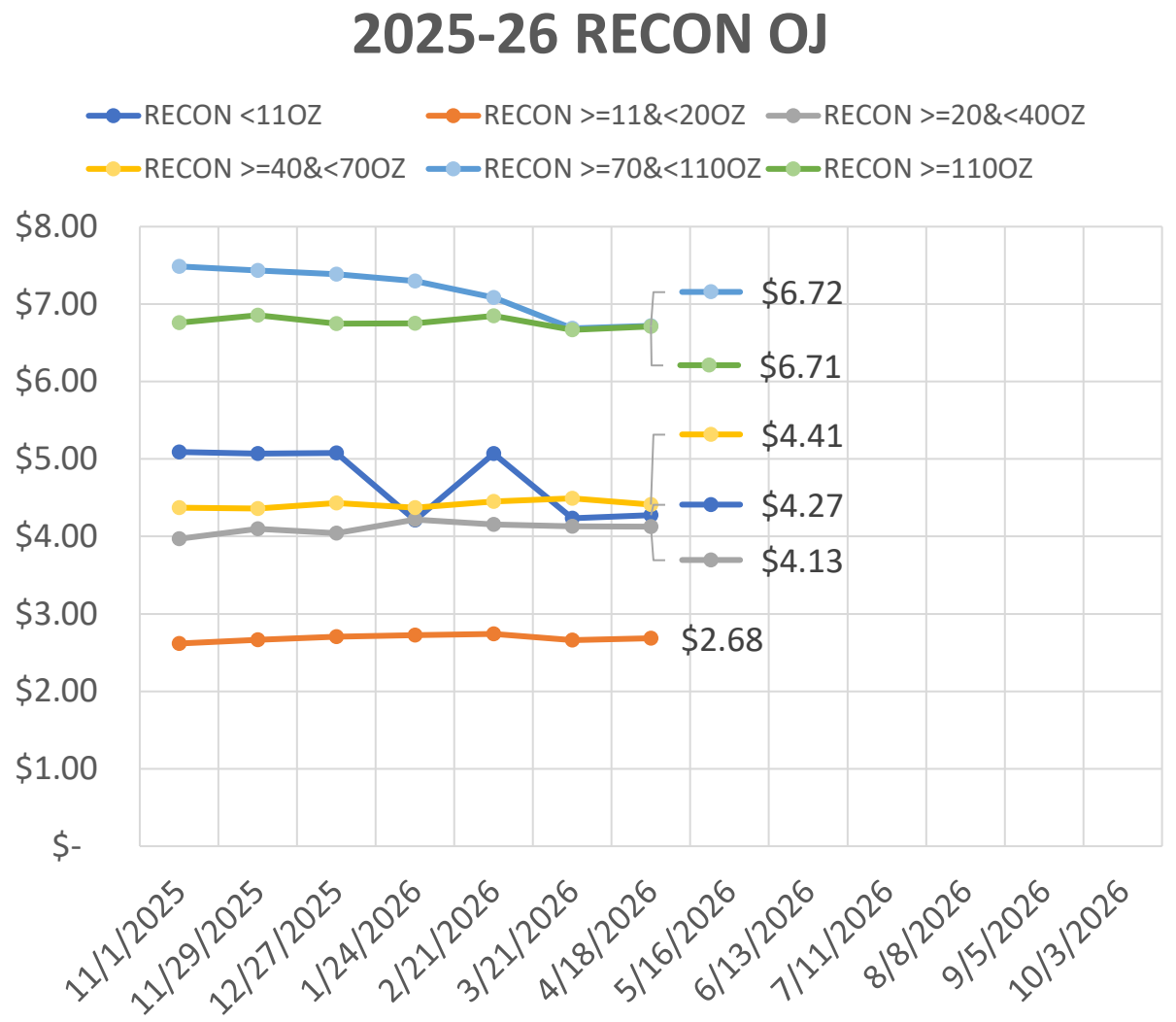


Recon OJ Dollars per Gallon by Size (S-YTD)

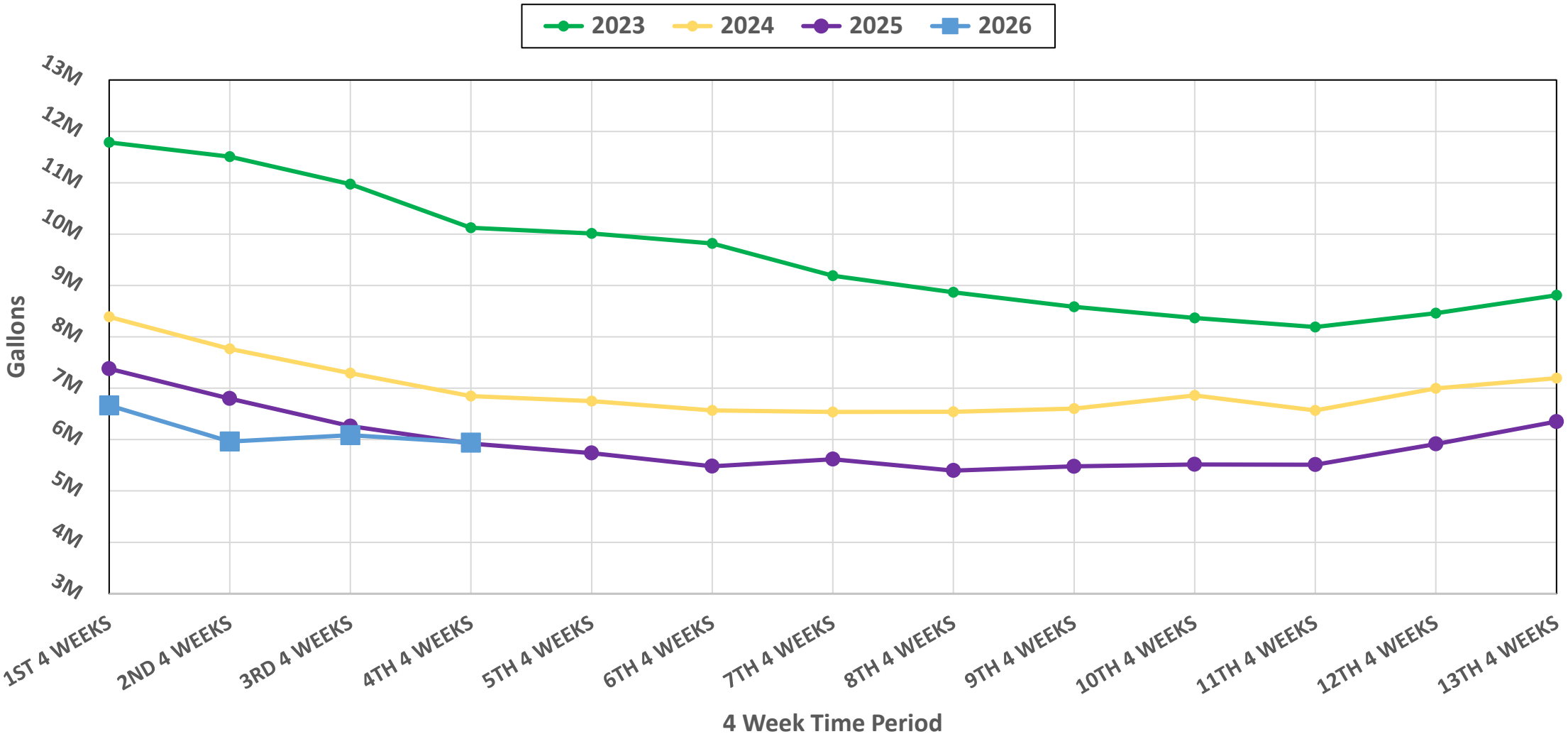


Recon OJ Average Retail Price by Size

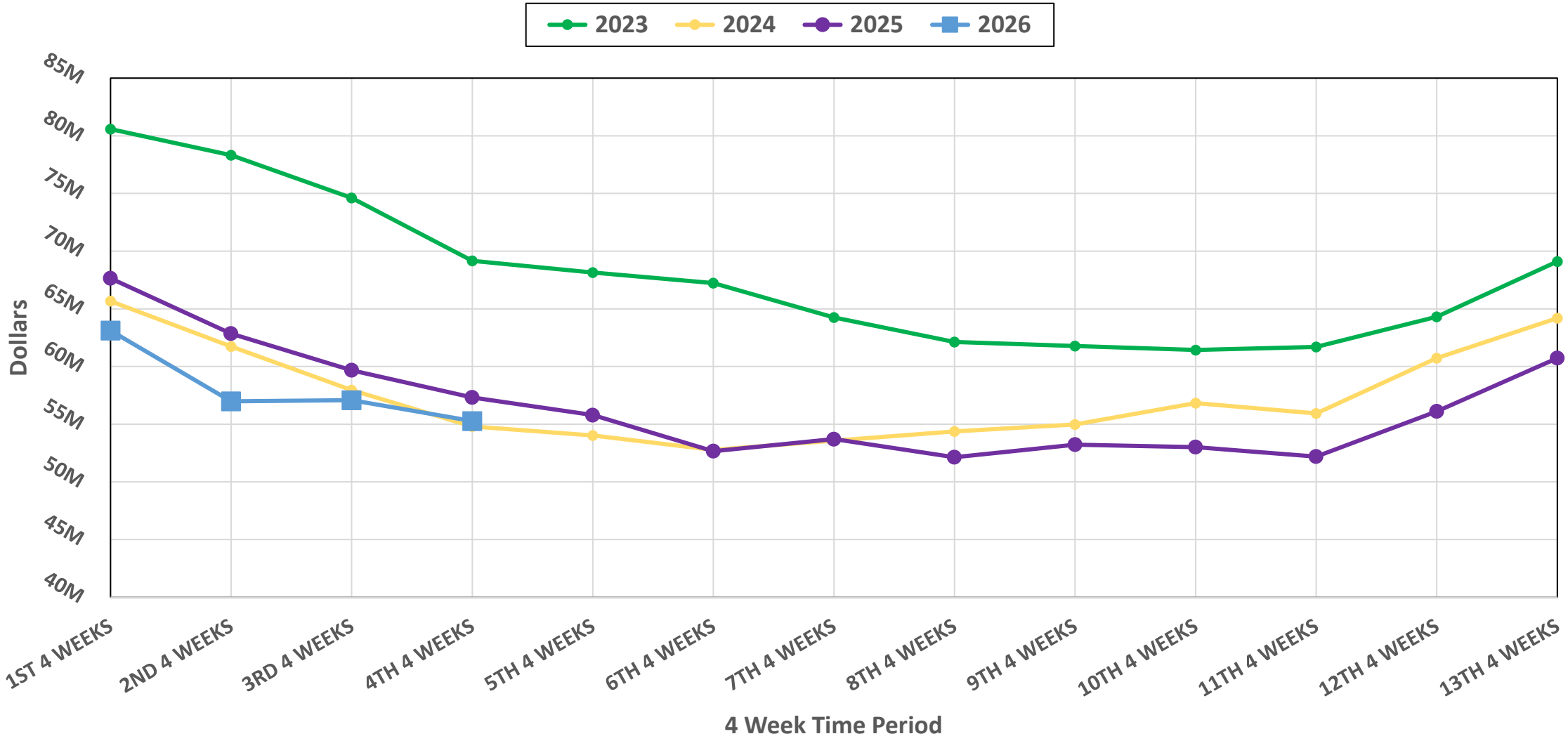




Recon OJ Gallon Sales (Year-over-Year)



Recon OJ Dollar Sales (Year-over-Year)



Orange Juice
Measures of Distribution

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Percent ACV Distribution

- All-commodity volume (ACV) is a weighted measure of product availability, or distribution, based on total store sales.
- Percent ACV is a percentage of stores where product is available (based on Nielsen data).
- Allows for equalization across different sized markets:
  - A large share of sales in a smaller market may or may not be a numerical driver compared to having a lesser share in a larger market.

NFC OJ Percent ACV Distribution

NFC% ACV Distribution by Container Size

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
<11 oz	56.1	55.5	57.3
11-20 oz	82.0	80.1	83.0
20-40 oz.	14.6	17.4	15.1
40-70 oz	95.0	94.7	94.6
70-110 oz	73.4	72.2	72.5
>110 oz	35.2	39.2	42.6
Total NFC	96.1	96.0	95.9

*Season YTD from
Nielsen IQ Discover

Recon OJ Percent ACV Distribution

Recon % ACV Distribution by Container Size

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
<11 oz	4.1	4.4	4.2
11-20 oz	17.2	19.6	19.1
20-40 oz.	13.1	13.1	13.1
40-70 oz	78.8	76.7	75.7
70-110 oz	50.2	50.4	52.3
>110 oz	28.1	35.7	61.3
Total Recon	85.4	84.9	83.7

*Season YTD from
Nielsen IQ Discover

Percent Change in Total Distribution Points (TDP)

- **TDP is a measure that summarizes both span and depth of distribution.**
- **Summarizes percent ACV (span) and the Average Number of Items/ UPCs (depth) available.**
- **Sometimes, TDP and Average Items Carried will be redundant. If percent ACV is high (95% or more), then TDPs are essentially equivalent to Avg Items Carried.**

NFC OJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-2.08%	-6.63%	2.72%
11-20 oz	8.57%	-5.11%	1.94%
20-40 oz.	-34.18%	29.36%	10.43%
40-70 oz	1.32%	-4.07%	1.57%
70-110 oz	-3.41%	-9.32%	-3.42%
>110 oz	-9.93%	-13.40%	-4.98%
Total NFC	-0.23%	-5.21%	0.39%

*Season YTD from Nielsen IQ Discover

Recon OJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-7.76%	1.62%	-35.00%
11-20 oz	-19.24%	5.46%	15.16%
20-40 oz.	-2.61%	-3.10%	-1.64%
40-70 oz	-11.50%	-8.17%	-11.40%
70-110 oz	7.23%	35.66%	-6.40%
>110 oz	-27.53%	-51.23%	-5.20%
Total Recon	-9.13%	-7.85%	-9.14%

*Season YTD from Nielsen IQ Discover

Percent Change in Average Number of Items per Store

- **The number of items, on average, that a retailer carries of a category, segment, or brand.**
- **Measured by number of UPCs.**
- **It can be calculated by taking the sum of percent ACV Distribution of all the items divided by the percent ACV Distribution of the brand/ category.**

NFC OJ Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-3.20%	-3.56%	-2.53%
11-20 oz	6.06%	-1.98%	3.28%
20-40 oz.	-21.63%	14.32%	8.83%
40-70 oz	0.95%	-3.94%	1.95%
70-110 oz	-4.96%	-9.41%	-2.41%
>110 oz	0.29%	-0.23%	4.62%
Total NFC	-0.26%	-5.19%	0.81%

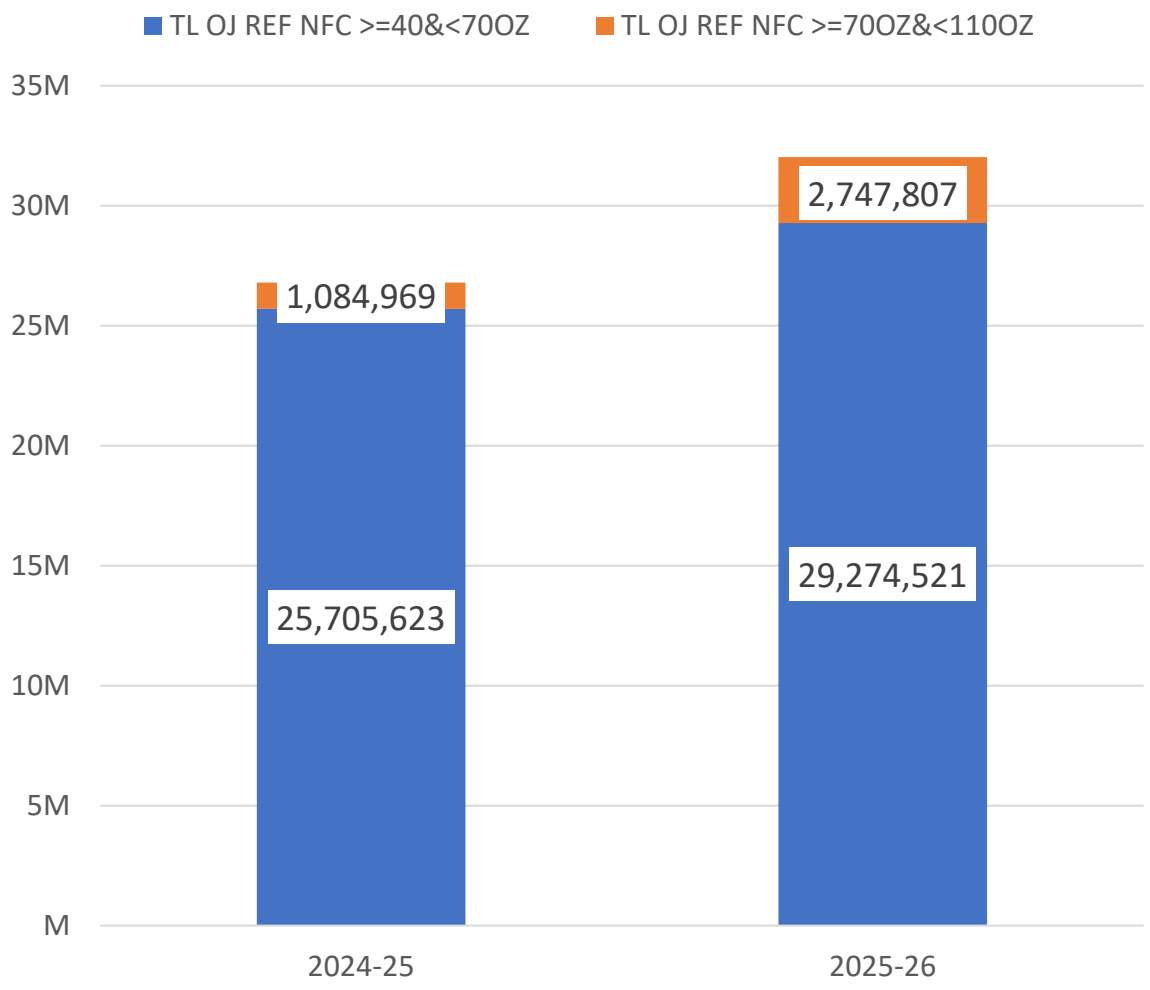
*Season YTD from Nielsen IQ Discover

Recon OJ Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	0.00%	-0.05%	-3.66%
11-20 oz	-8.05%	6.37%	6.83%
20-40 oz.	-2.30%	-0.18%	0.97%
40-70 oz	-13.81%	-8.03%	-11.29%
70-110 oz	7.51%	41.35%	2.39%
>110 oz	-8.02%	-10.76%	-4.25%
Total Recon	-9.70%	-7.31%	-9.03%

*Season YTD from Nielsen IQ Discover

NFC OJ Gallons Sold on Promotion



Product	NO PROMO		ANY PROMO	
	2024-25	2025-26	2024-25	2025-26
TL OJ REF NFC <11OZ	1,701,470	1,703,949	153,321	125,319
TL OJ REF NFC >=11&<20OZ	1,755,370	1,790,957	468,927	527,316
TL OJ REF NFC >=20&<40OZ	797,643	672,304	337,758	125,418
TL OJ REF NFC >=40&<70OZ	50,906,215	40,876,134	25,705,623	29,274,521
TL OJ REF NFC >=70OZ&<110OZ	23,643,361	23,497,156	1,084,969	2,747,807
TL OJ REF NFC >=110OZ	4,257,676	3,492,360	821,585	812,459
TL OJ REF NFC	**83,061,736**	**72,032,860**	**28,572,183**	**33,612,841**

Product	NO PROMO		ANY PROMO	
	2024-25	2025-26	2024-25	2025-26
TL OJ REF NFC <11OZ	1.5%	1.6%	0.1%	0.1%
TL OJ REF NFC >=11&<20OZ	1.6%	1.7%	0.4%	0.5%
TL OJ REF NFC >=20&<40OZ	0.7%	0.6%	0.3%	0.1%
TL OJ REF NFC >=40&<70OZ	45.6%	38.7%	23.0%	27.7%
TL OJ REF NFC >=70OZ&<110OZ	21.2%	22.2%	1.0%	2.6%
TL OJ REF NFC >=110OZ	3.8%	3.3%	0.7%	0.8%
TL OJ REF NFC	**74.4%**	**68.2%**	**25.6%**	**31.8%**

NFC OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
NFC <11OZ	1,701,470	1,703,949	153,321	125,319	18,965	8,074	4,264	4,856	37	9	146,552	120,556
NFC >=11&<20OZ	1,755,370	1,790,957	468,927	527,316	116,304	58,901	20,133	32,286	10,643	342	438,567	495,318
NFC >=20&<40OZ	797,643	672,304	337,758	125,418	92,220	10,606	3,421	5,244	2,021	82	333,511	118,987
NFC >=40&<70OZ	50,906,215	40,876,134	25,705,623	29,274,521	11,276,929	11,627,215	2,548,434	2,370,836	868,216	721,287	22,098,248	27,174,925
NFC >=70OZ&<110OZ	23,643,361	23,497,156	1,084,969	2,747,807	319,958	509,311	117,966	194,600	5,279	17,262	745,795	2,522,012
NFC >=110OZ	4,257,676	3,492,360	821,585	812,459	612,383	139,982	21,509	29,464	10,511	6,003	663,043	783,561
NFC TOTAL	**83,061,736**	**72,032,860**	**28,572,183**	**33,612,841**	**12,436,759**	**12,354,088**	**2,715,727**	**2,637,285**	**896,707**	**744,985**	**24,425,718**	**31,215,359**

Recon OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
RECON <11OZ	679,742	710,104	3,889	162,885	52	0	1,460	3,157	0	0	2,429	159,728
RECON >=11&<20OZ	312,078	245,177	42,873	24,222	6,430	1,816	6,730	1,557	170	0	31,232	22,102
RECON >=20&<40OZ	322,422	314,798	186,511	158,357	663	329	2,738	3,017	0	15	184,050	155,267
RECON >=40&<70OZ	21,361,317	15,641,619	7,867,171	8,150,503	2,655,331	1,812,370	293,310	240,981	221,235	66,971	7,340,267	7,795,241
RECON >=70OZ&<110OZ	8,360,052	5,895,035	862,185	4,052,999	165,966	175,922	62,061	60,890	10,171	7,025	786,500	3,993,208
RECON >=110OZ	6,957,430	5,525,577	1,093,796	1,602,873	322,386	164,939	57,613	104,203	1,070	918	756,024	1,369,294
RECON TOTAL	**37,993,040**	**28,332,309**	**10,056,426**	**14,151,839**	**3,150,828**	**2,155,375**	**423,911**	**413,804**	**232,645**	**74,930**	**9,100,503**	**13,494,840**

NFC + Recon OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
REF OJ <11OZ	2,381,212	2,414,053	157,210	288,204	19,017	8,074	5,724	8,013	37	9	148,981	280,283
REF OJ >=11&<20OZ	2,067,448	2,036,133	511,800	551,538	122,734	60,716	26,862	33,843	10,813	342	469,800	517,421
REF OJ >=20&<40OZ	1,120,065	987,102	524,269	283,775	92,883	10,935	6,159	8,260	2,021	97	517,561	274,254
REF OJ >=40&<70OZ	72,267,532	56,517,753	33,572,794	37,425,024	13,932,260	13,439,584	2,841,744	2,611,816	1,089,451	788,258	29,438,515	34,970,166
REF OJ >=70OZ&<110OZ	32,003,413	29,392,191	1,947,154	6,800,806	485,924	685,233	180,026	255,489	15,450	24,287	1,532,296	6,515,220
REF OJ >=110OZ	11,215,106	9,017,937	1,915,381	2,415,333	934,769	304,921	79,122	133,667	11,581	6,921	1,419,068	2,152,855
REF OJ TOTAL	**121,054,776**	**100,365,169**	**38,628,609**	**47,764,680**	**15,587,587**	**14,509,463**	**3,139,638**	**3,051,089**	**1,129,352**	**819,915**	**33,526,221**	**44,710,199**

OJ Blends and Drinks

Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Definitions

- 100% OJ
  - A beverage that contains only orange juice, water (if reconstituted from OJ concentrate).
  - May include fortifying vitamins and minerals, such as Calcium and Vitamin D.
  - May include tangerine juice.*
- OJ Blends (100% Juice)
  - A beverage that includes orange juice **plus** one or more fruit juice or fruit/ vegetable extract that is not orange juice. Does not contain added sweeteners or additives.
- OJ Drinks
  - A beverage that include orange juice **plus** added sweeteners or additives (not including Calcium, Vitamin D, or other fortifying vitamins and minerals).
- OJ Blend Drinks
  - A beverage that includes orange juice **plus** one or more fruit juice or fruit/ vegetable extract that is not orange juice **plus** added sweeteners or additives.

**** Under 21 CFR §146.140(a), the standard of identity for pasteurized orange juice allows for the inclusion of juice from Citrus reticulata, including mandarin or tangerine oranges and their hybrids, at a level not exceeding 10 percent by volume.***

Total OJ Blends and Drinks – 4 Weeks ending 04/18/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL OJ (100% OJ)	21,926,348	21,112,529	-3.71%	$244,621,950	$242,413,041	-0.90%	$11.16	$11.48	2.92%
TL of All OJ Blends/ Drinks	15,722,610	16,109,098	2.46%	$101,528,137	$102,803,851	1.26%	$6.46	$6.38	-1.17%
OJ Blend (100% Juice)	*1,656,742*	*2,822,251*	*70.35%*	*$18,123,207*	*$16,736,058*	*-7.65%*	*$10.94*	*$5.93*	*-45.79%*
OJ Drink	*1,860,914*	*1,948,241*	*4.69%*	*$20,758,245*	*$24,303,301*	*17.08%*	*$11.15*	*$12.47*	*11.83%*
OJ Blend Drink	*12,204,954*	*11,338,605*	*-7.10%*	*$62,646,686*	*$61,764,492*	*-1.41%*	*$5.13*	*$5.45*	*6.12%*

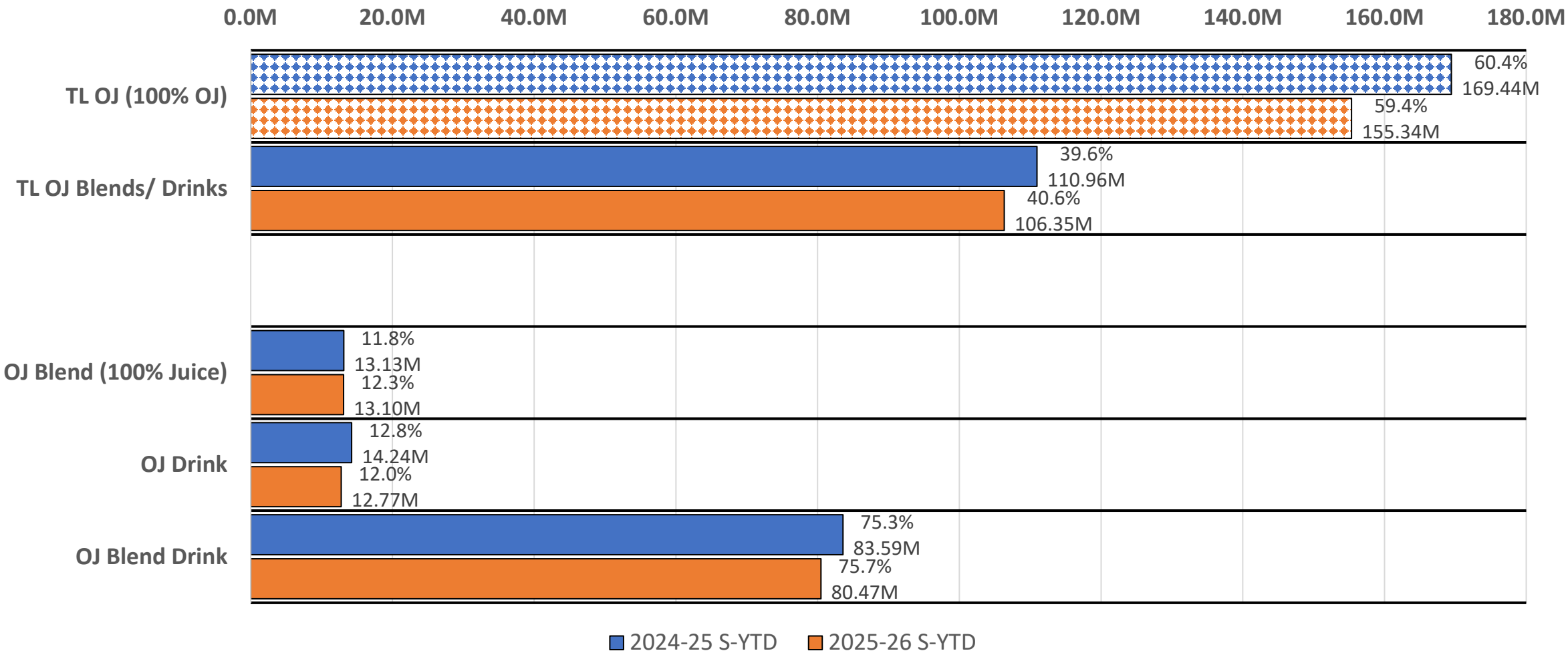
Total OJ Blends and Drinks - SYTD

TOTAL US - XAOC

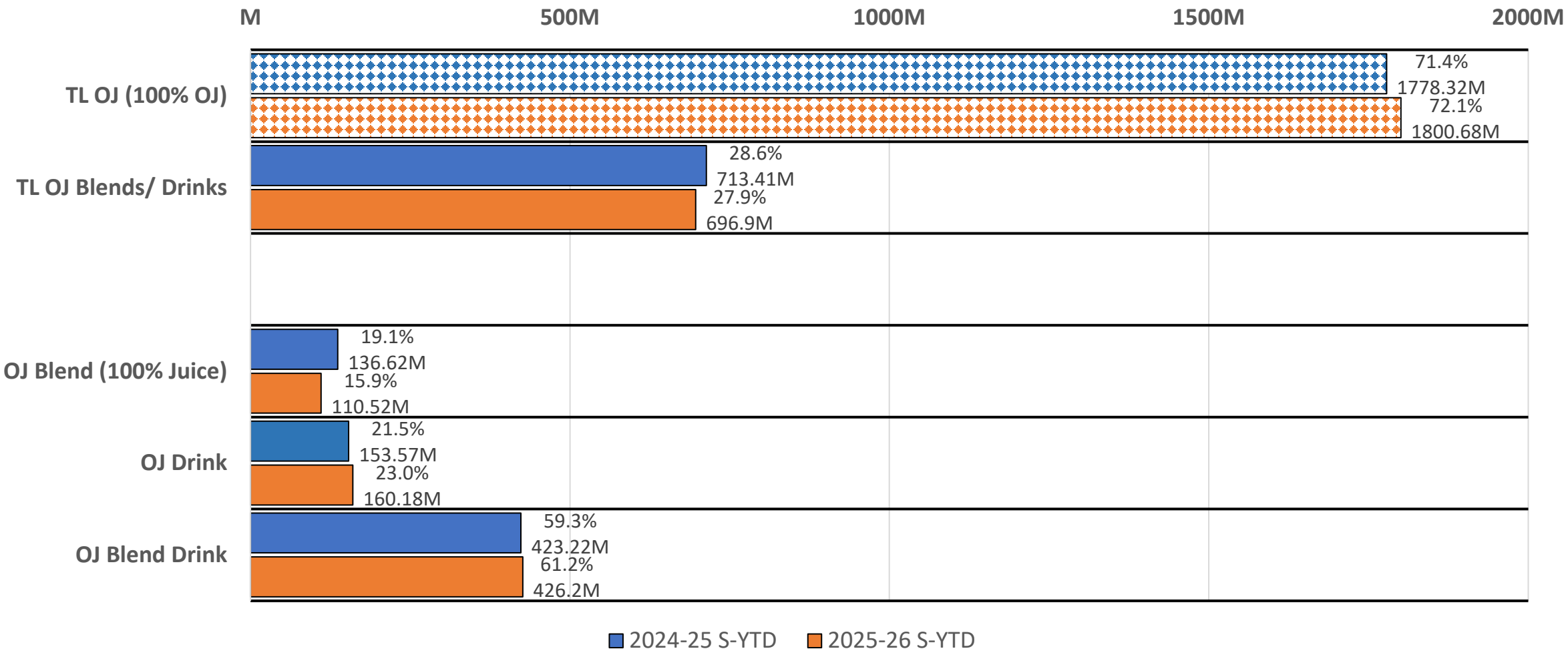
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	2024-25	**2025-26**	**% Chg**	**2024-25**	**2025-26**	**% Chg**	**2024-25**	**2025-26**	**% Chg**
TL OJ (100% OJ)	169,436,528	155,343,238	-8.32%	$1,778,320,341	$1,800,678,474	1.26%	$10.50	$11.59	10.44%
TL of All OJ Blends/ Drinks	110,955,221	106,345,071	-4.15%	$713,408,886	$696,900,015	-2.31%	$6.43	$6.55	1.92%
OJ Blend (100% Juice)	*13,127,301*	*13,103,150*	*-0.18%*	*$136,615,957*	*$110,522,904*	*-19.10%*	*$10.41*	*$8.43*	*-18.95%*
OJ Drink	*14,241,976*	*12,772,728*	*-10.32%*	*$153,572,171*	*$160,176,944*	*4.30%*	*$10.78*	*$12.54*	*16.30%*
OJ Blend Drink	*83,585,945*	*80,469,193*	*-3.73%*	*$423,220,758*	*$426,200,167*	*0.70%*	*$5.06*	*$5.30*	*4.60%*

Total OJ Blends and Drinks Volume Share by Product



Total OJ Blends and Drinks Dollar Share by Product



Total OJ Blends and Drinks Percent ACV Distribution

Total OJ Blends and Drinks % ACV Distribution

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
OJ Blend (100% Juice)	80.9	82.4	82.4
OJ Drink	79.2	79.5	78.8
OJ Blend Drink	87.8	86.6	87.0
TL OJ (100% OJ)	97.5	97.7	97.6

*Season YTD from
Nielsen IQ Discover

Total OJ Blends and Drinks Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
OJ Blend (100% Juice)	-10.4%	-16.3%	-1.1%
OJ Drink	-7.9%	-2.6%	4.4%
OJ Blend Drink	-1.5%	4.3%	1.2%
TL OJ (100% OJ)	-6.9%	-6.9%	-4.9%

*Season YTD from Nielsen IQ Discover

Total OJ Blends and Drinks Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
OJ Blend (100% Juice)	-8.7%	-16.1%	-1.4%
OJ Drink	-7.6%	-3.5%	3.4%
OJ Blend Drink	-2.8%	4.5%	3.1%
TL OJ (100% OJ)	-6.7%	-6.7%	-4.4%

*Season YTD from Nielsen IQ Discover

Grapefruit Juice

Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Total GJ – 4 Weeks ending 04/18/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL GJ	732,428	680,668	-7.07%	$8,770,309	$8,155,492	-7.01%	$11.97	$11.98	0.06%
TL GJ REF NFC	502,067	438,490	-12.66%	$6,500,204	$5,628,298	-13.41%	$12.95	$12.84	-0.86%
TL GJ REF RECON	11,129	21,592	94.02%	$285,104	$530,424	86.05%	$25.62	$24.57	-4.11%
TL GJ FRZ	914	4,646	408.41%	$4,934	$34,064	590.33%	$5.40	$7.33	35.78%
TL GJ SHELF STABLE	218,318	215,940	-1.09%	$1,980,066	$1,962,707	-0.88%	$9.07	$9.09	0.22%

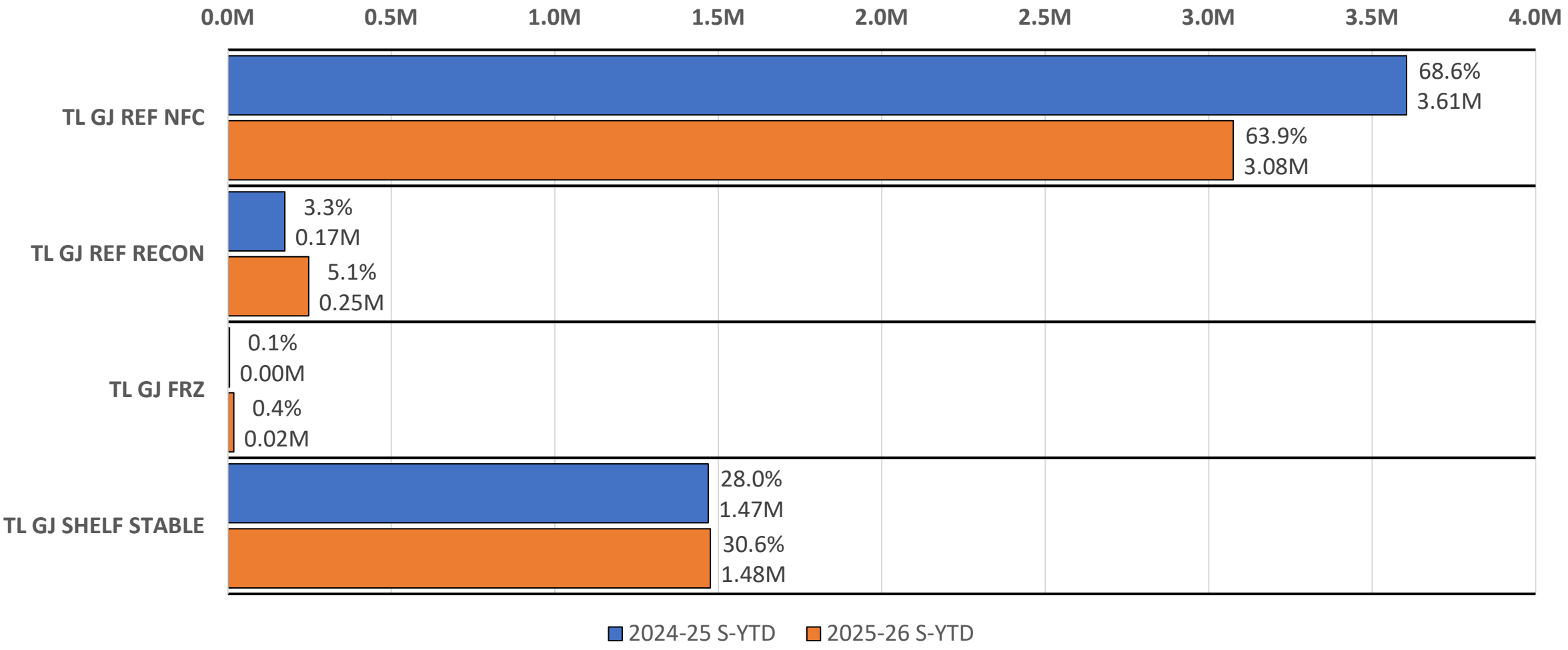
Total GJ - SYTD

TOTAL US - XAOC

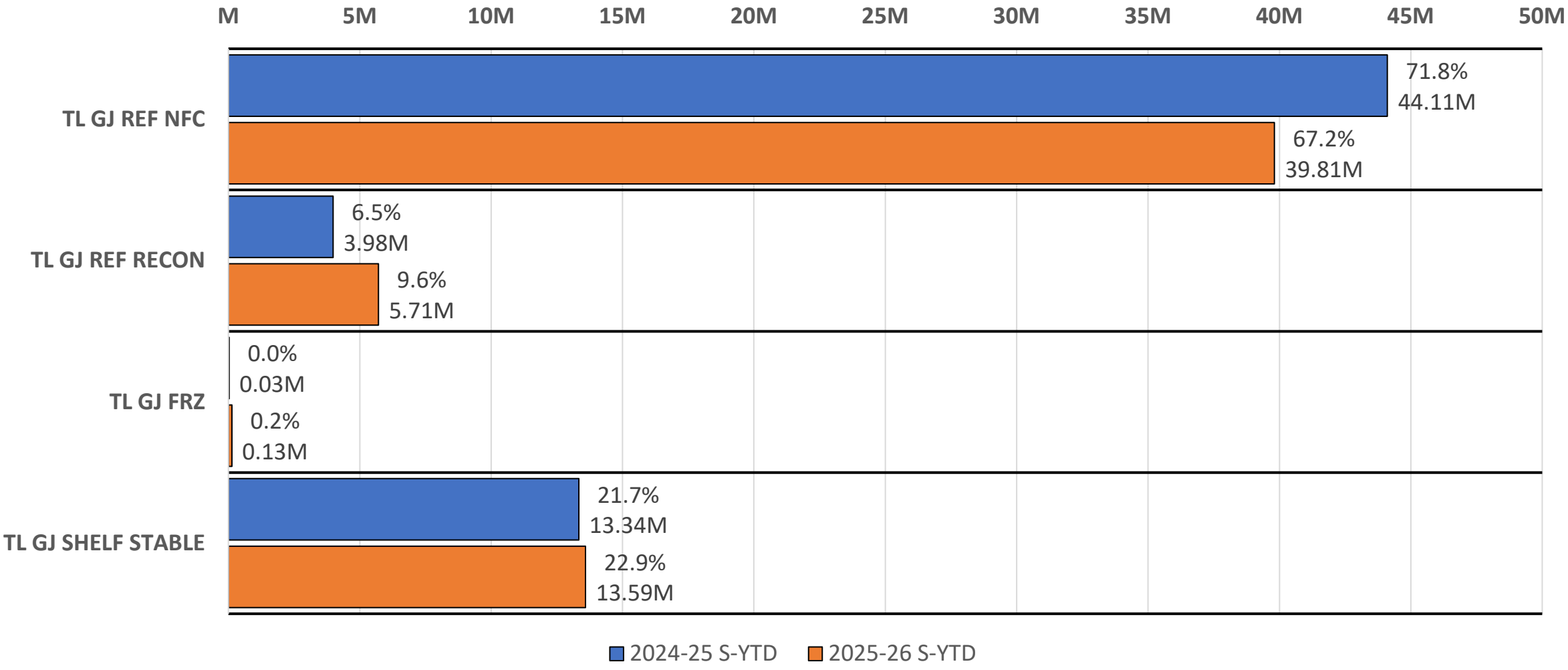
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg
TL GJ	5,253,258	4,815,910	-8.33%	$61,454,086	$59,241,937	-3.60%	$11.70	$12.30	5.15%
TL GJ REF NFC	3,605,052	3,075,170	-14.70%	$44,106,426	$39,807,914	-9.75%	$12.23	$12.94	5.81%
TL GJ REF RECON	174,242	246,956	41.73%	$3,983,036	$5,713,729	43.45%	$22.86	$23.14	1.21%
TL GJ FRZ	4,743	17,971	278.86%	$29,115	$131,842	352.83%	$6.14	$7.34	19.52%
TL GJ SHELF STABLE	1,469,221	1,475,813	0.45%	$13,335,508	$13,588,451	1.90%	$9.08	$9.21	1.44%

GJ Volume Share by Product



GJ Dollar Share by Product



GJ Percent ACV Distribution

Total GJ% ACV Distribution

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
NFC GJ	53.2	64.4	68.5
RECON GJ	5.0	2.9	2.3
FROZEN GJ	0.6	0.3	1.0
SHELF STABLE GJ	55.7	57.2	57.5
Total GJ	69.6	73.2	72.8

*Season YTD from
Nielsen IQ Discover

GJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
NFC GJ	-16.0%	-7.9%	7.4%
RECON GJ	53.9%	4.1%	-45.1%
FROZEN GJ	112.5%	-70.9%	-91.8%
SS GJ	-7.6%	3.1%	7.8%
Total GJ	-10.9%	-3.2%	2.0%

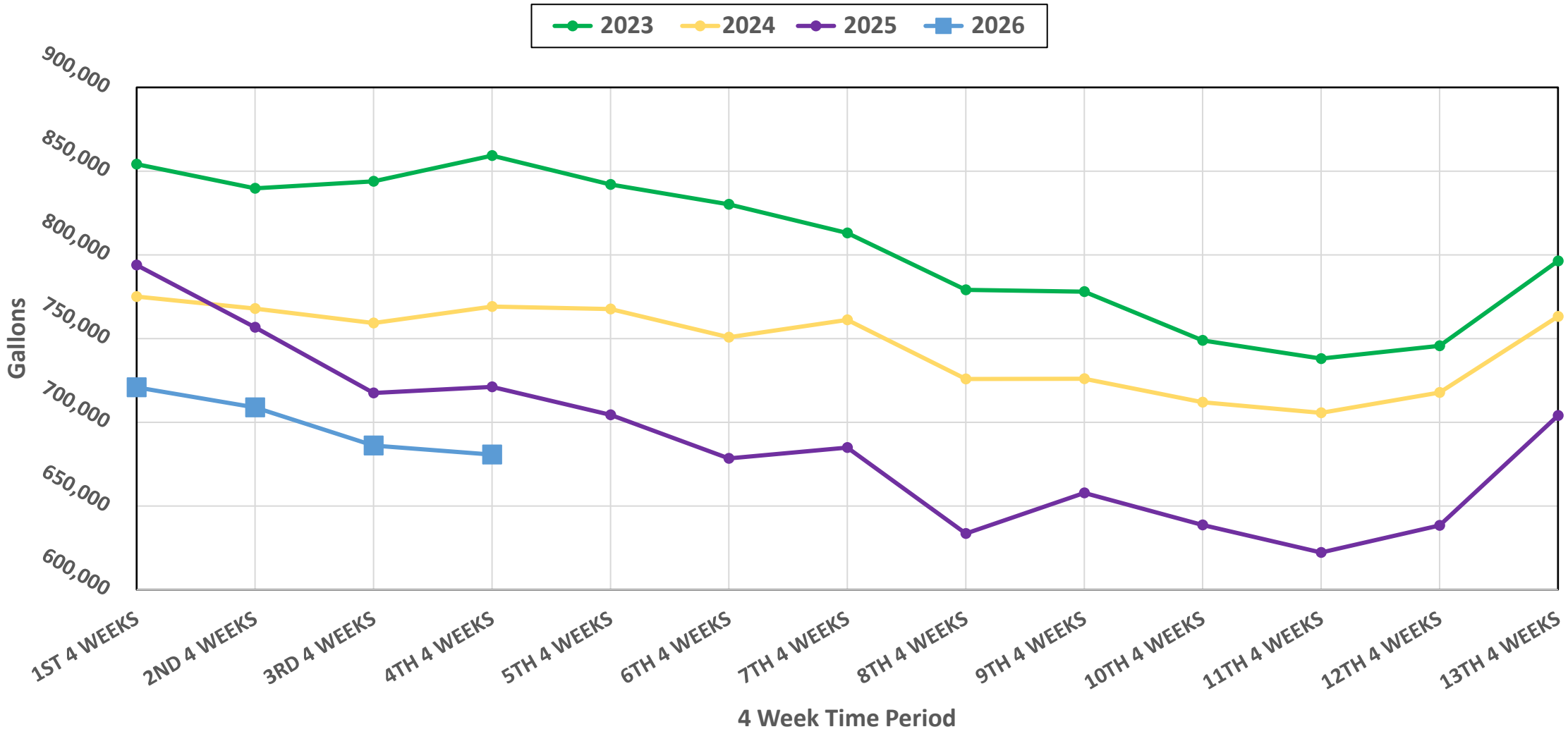
*Season YTD from Nielsen IQ Discover

GJ Average Number of Items per Store Percent Change

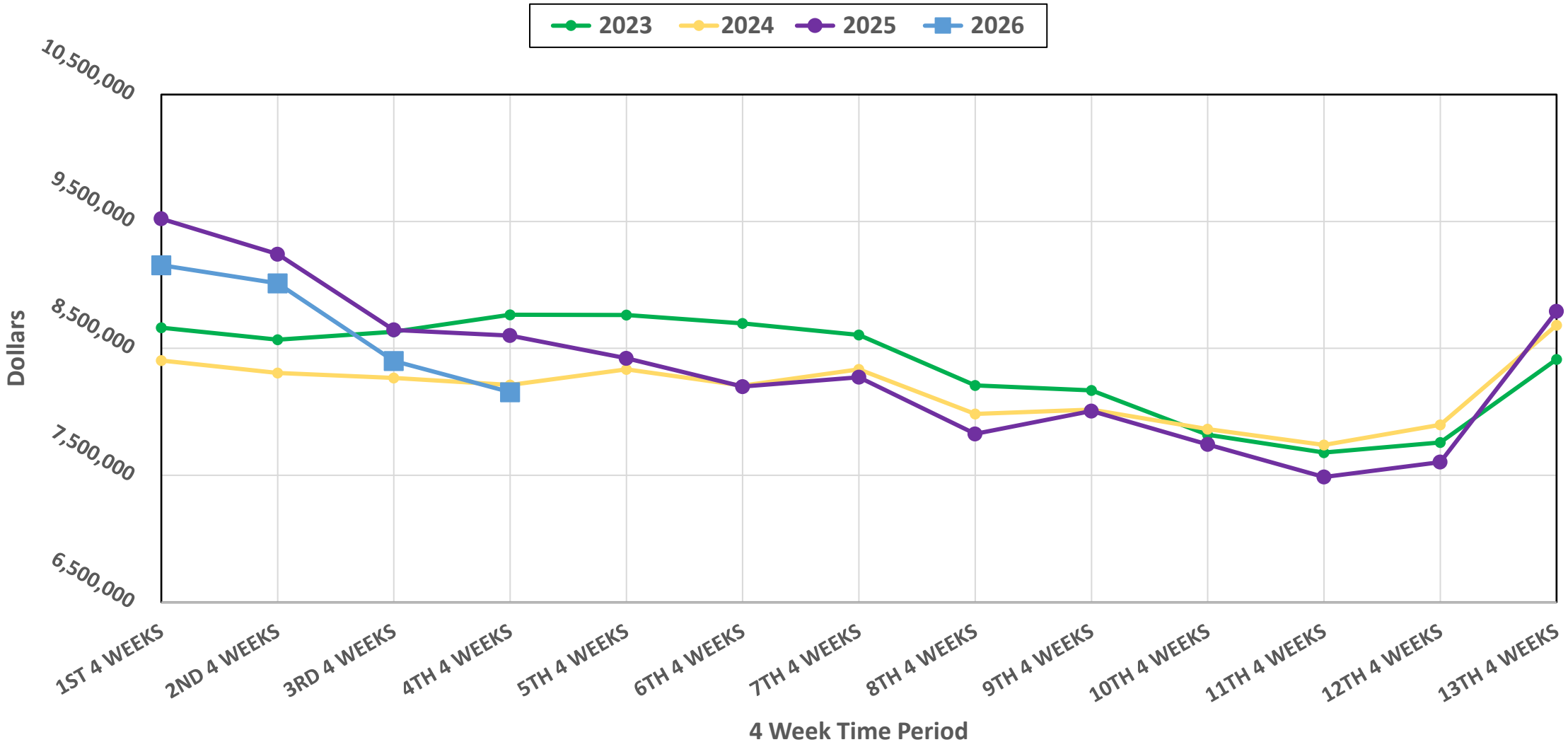
% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
NFC GJ	1.8%	4.3%	9.5%
RECON GJ	-10.8%	-5.2%	22.2%
FROZEN GJ	0.0%	-0.7%	-44.1%
SS GJ	-5.1%	4.7%	7.4%
Total GJ	-6.3%	-0.6%	2.3%

*Season YTD from Nielsen IQ Discover

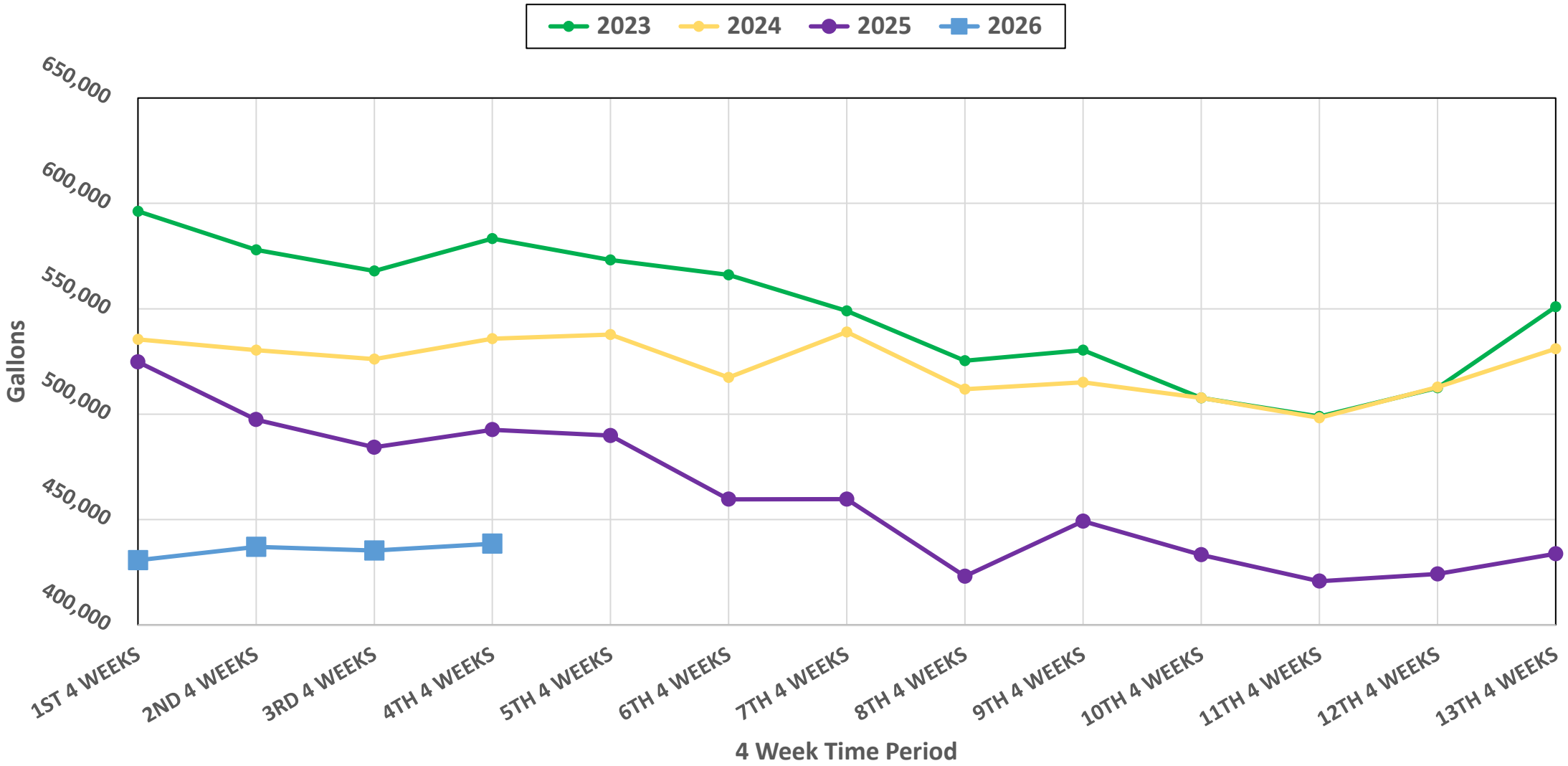
GJ Gallon Sales (Year-over-Year)



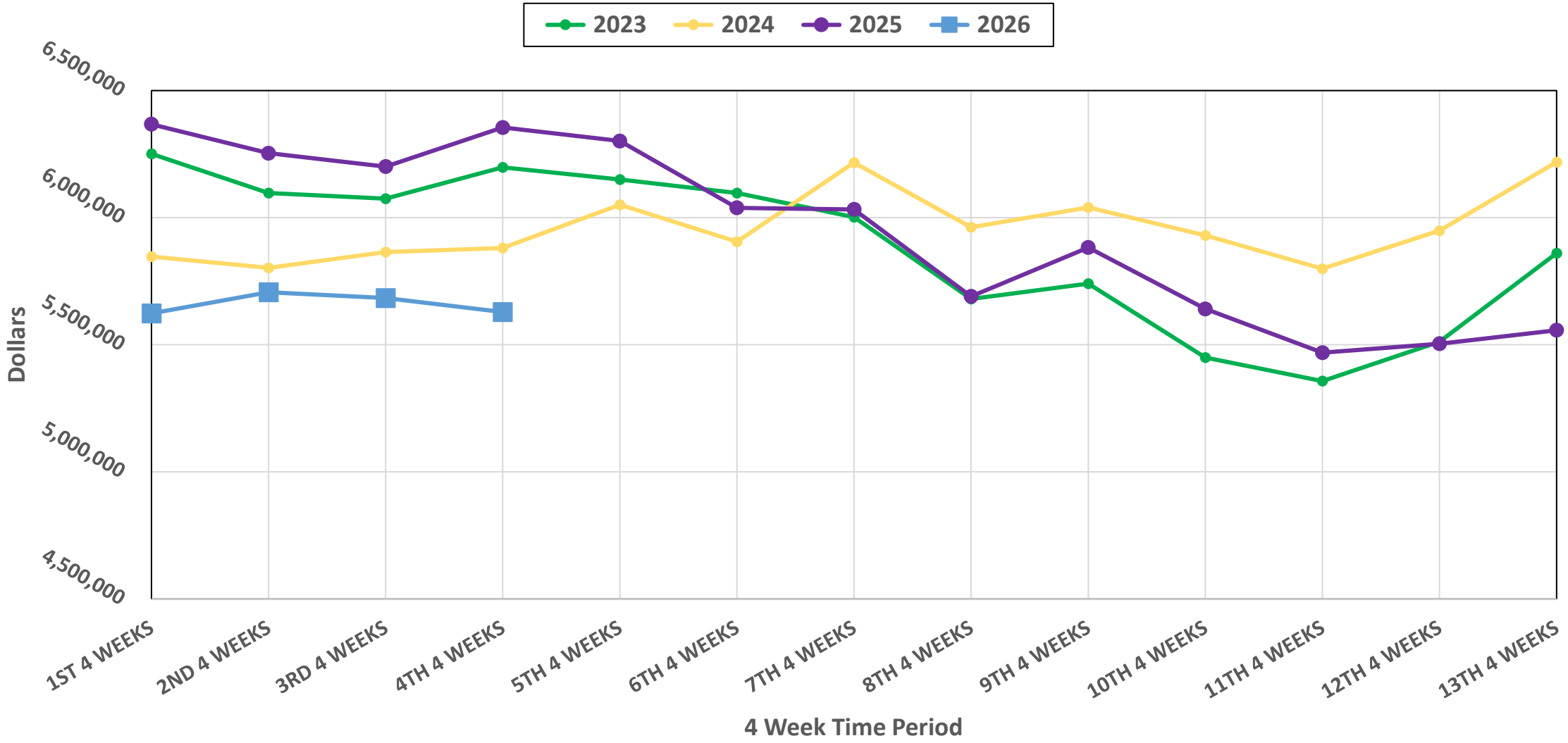
GJ Dollar Sales (Year-over-Year)



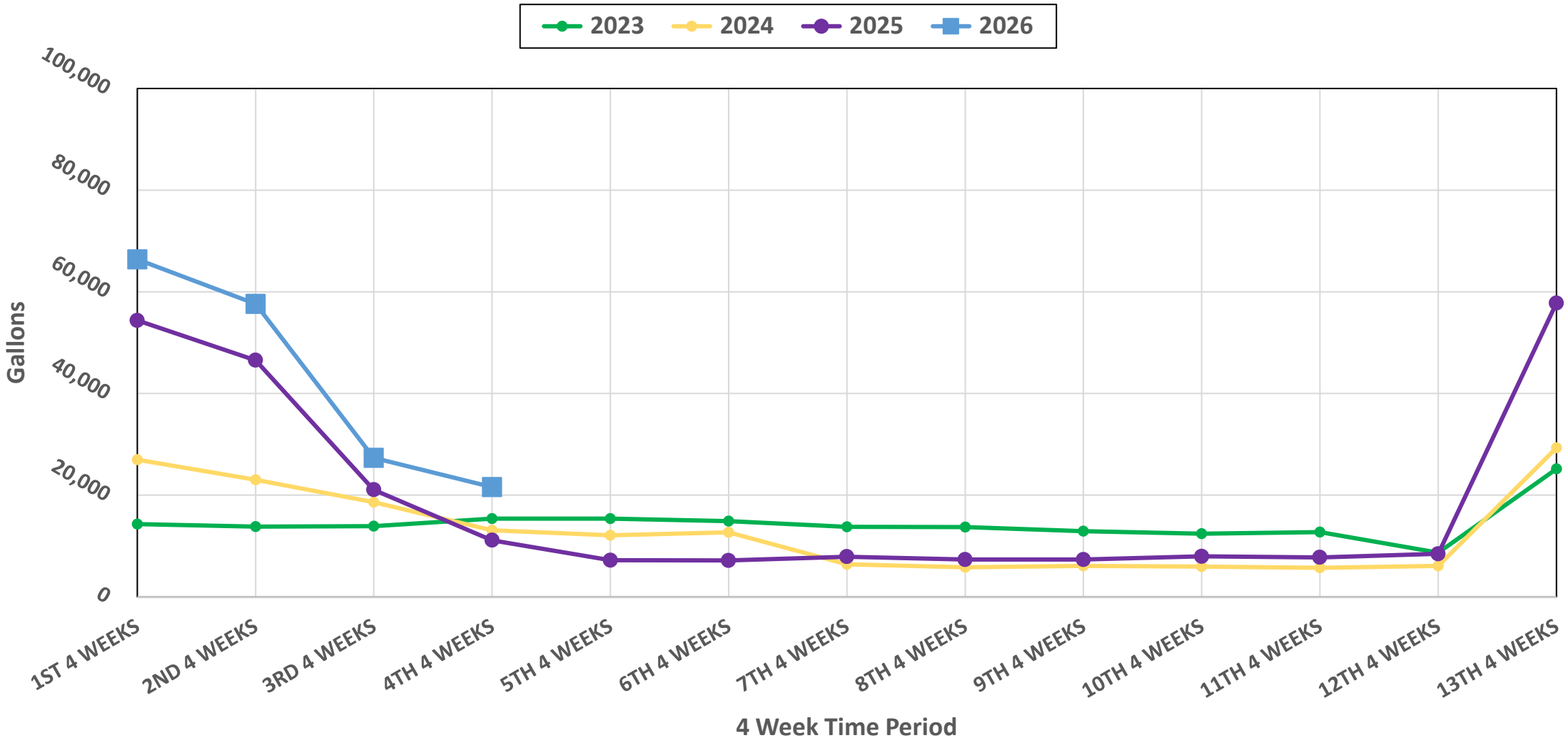
GJ REF NFC Gallon Sales (Year-over-Year)



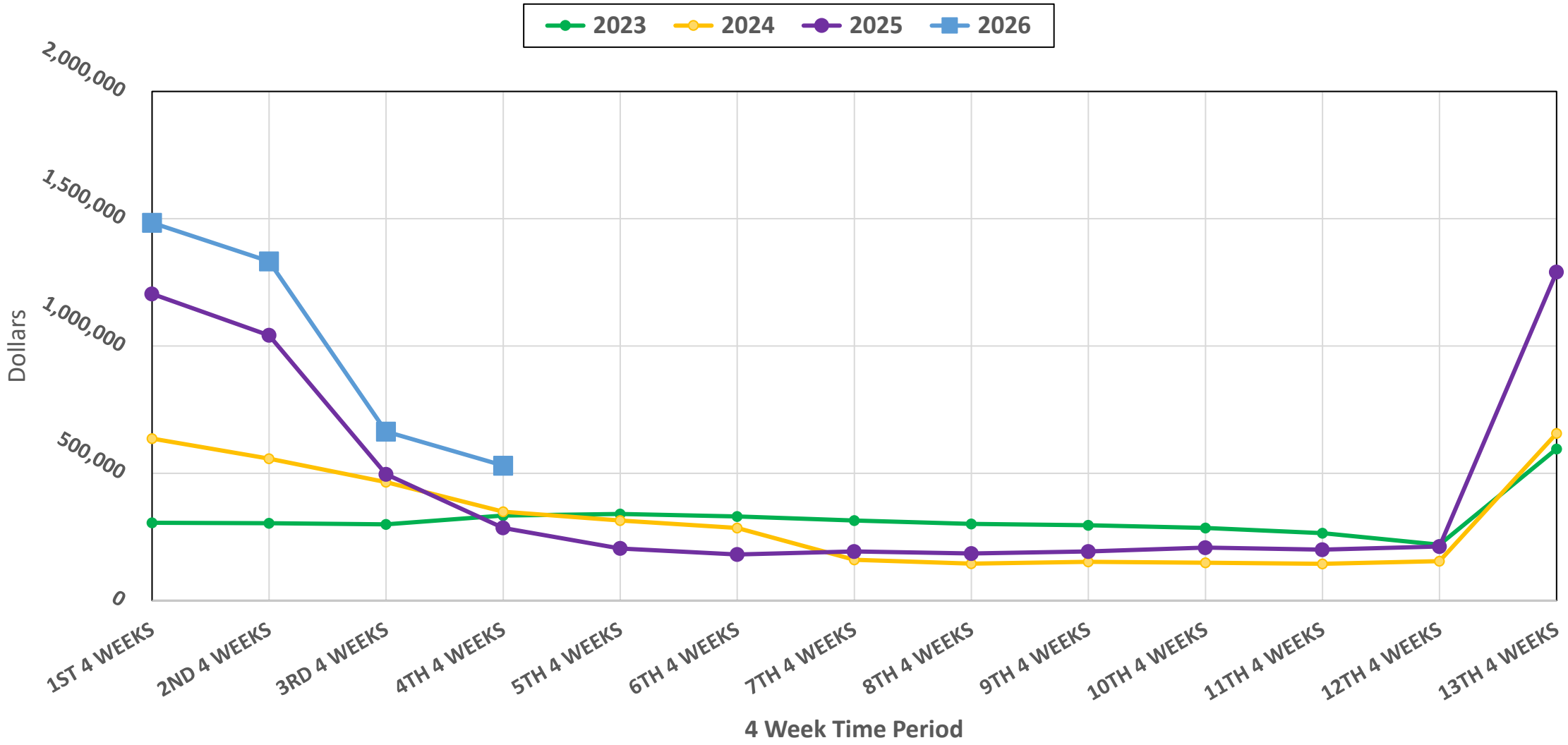
GJ REF NFC Dollar Sales (Year-over-Year)



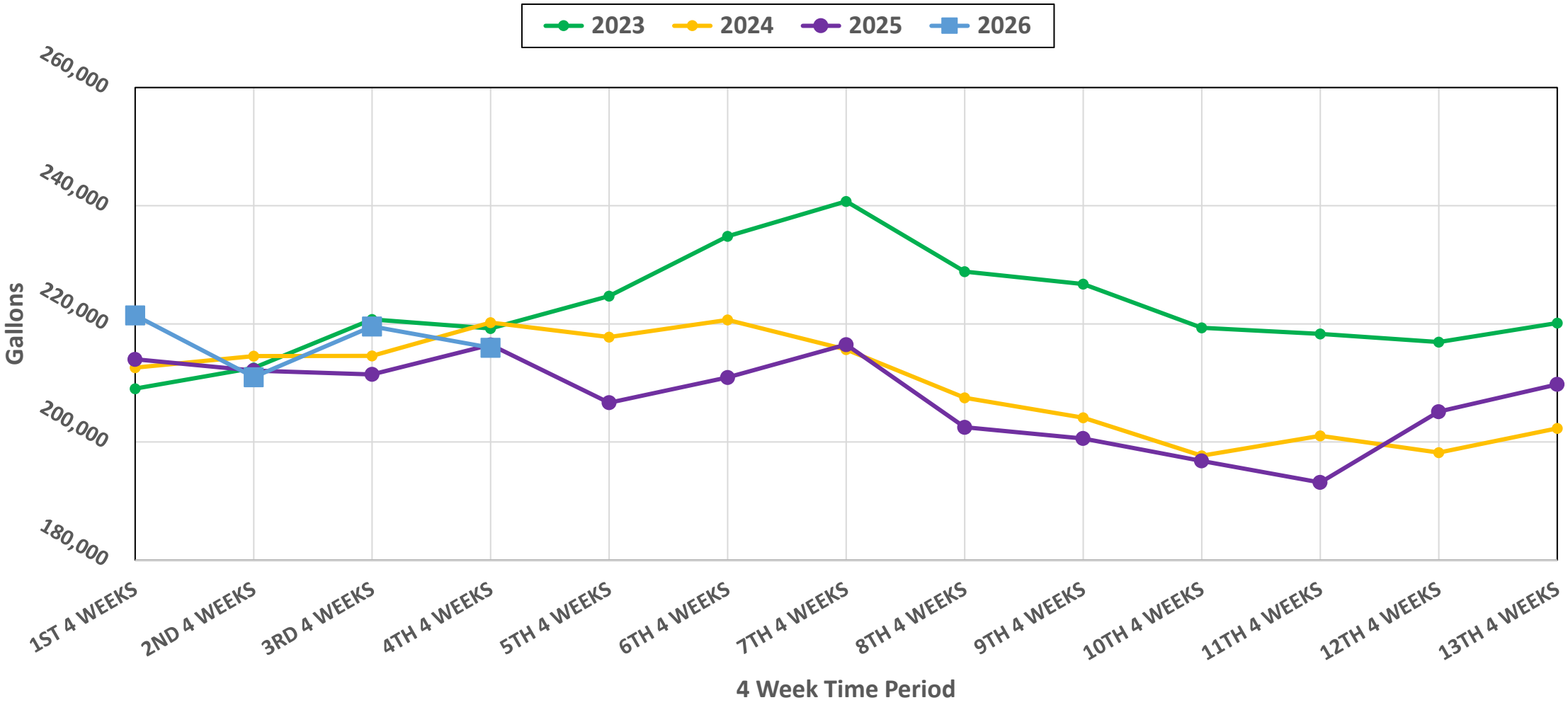
GJ REF RECON Gallon Sales (Year-over-Year)



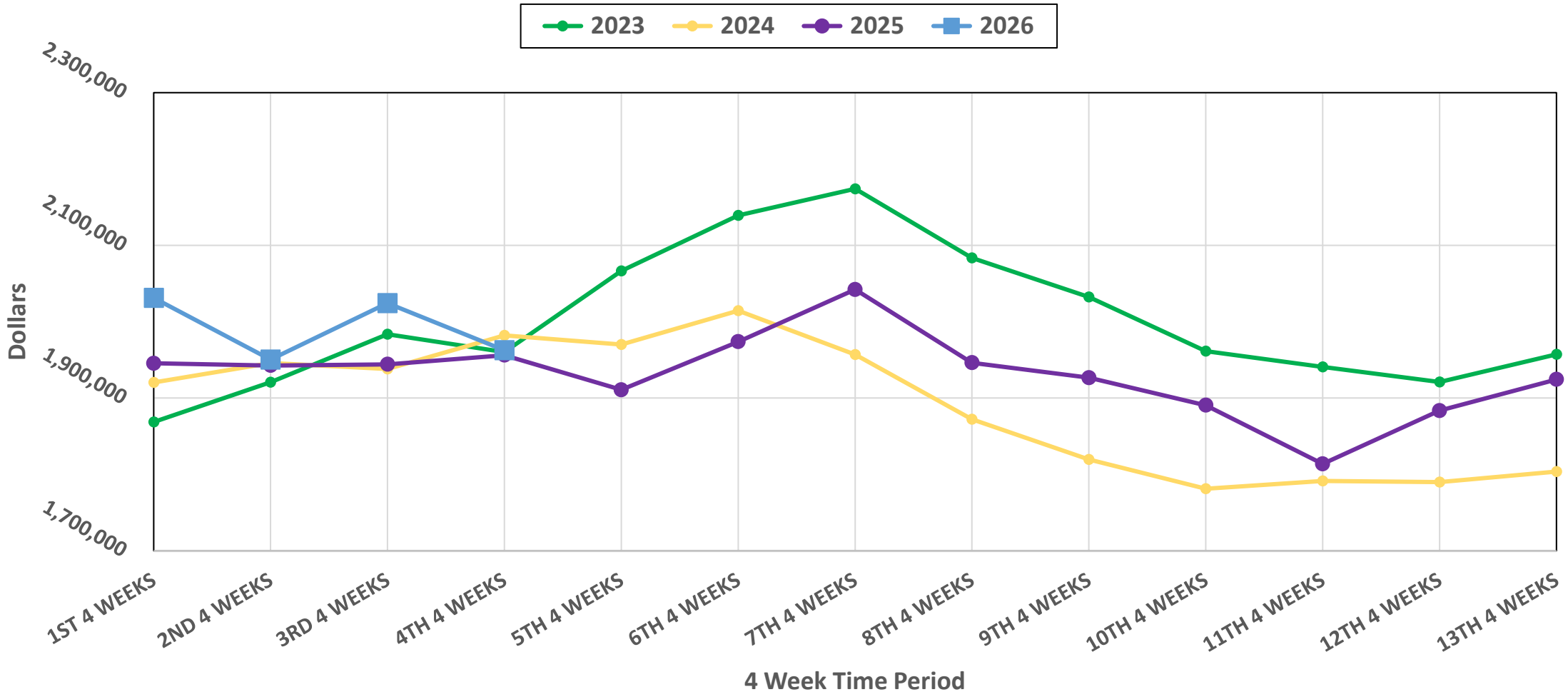
GJ REF RECON Dollar Sales (Year-over-Year)



GJ SHELF STABLE Gallon Sales (Year-over-Year)



GJ SHELF STABLE Dollar Sales (Year-over-Year)



Thank You

Florida Citrus™

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