FLORIDA DEPARTMENT OF CITRUS

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

Monthly Topline Report
Report 03 of the 2025-26 Season.
For 4 weeks ending 12/27/25

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

Week Ending 12/27/25
Report 03 of the 2025-26 Season.

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

	Week Ending 12/27/25			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-10.4%	14.1%	2.2%	-11.2%	15.6%	2.7%
Ref NFC OJ	-8.2%	16.2%	6.7%	-8.4%	17.7%	7.8%
Ref Recon OJ	-13.5%	6.9%	-7.5%	-15.5%	8.8%	-8.0%
Total GJ	-9.2%	9.5%	-0.6%	-11.3%	8.9%	-3.4%
Ref NFC GJ	-19.9%	9.2%	-12.6%	-18.3%	10.5%	-9.7%
Shelf Stable GJ	2.9%	2.5%	5.4%	0.2%	3.1%	3.3%
OJ Drinks	-20.7%	20.1%	-4.8%	-16.2%	22.7%	2.8%
OJ Blend Drinks	-1.3%	3.9%	2.5%	-1.6%	3.4%	1.7%
OJ Blend (100% Juice)	-33.8%	16.1%	-23.1%	-35.5%	14.3%	-26.2%
GJ Blend (100% Juice)	-73.4%	3.6%	-72.5%	-42.1%	4.7%	-39.4%
GJ Cocktail	0.8%	3.6%	4.4%	-1.5%	3.0%	1.4%

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: 12/27/25
Issue Date: 01/06/26
Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
NFC OJ												
Gallons	19.01	12.60	12.35	12.82	12.63	13.03	15.06	17.46	-8.2%	49.74	45.55	-8.4%
Price/Gal ($)	10.55	12.85	12.92	12.82	12.82	12.69	12.43	12.25	16.2%	10.57	12.44	17.7%
Revenues ($)	200.50	161.85	159.57	164.36	161.98	165.32	187.28	213.94	6.7%	525.63	566.53	7.8%
RECON OJ												
Gallons	7.34	5.72	5.49	5.49	5.53	5.57	5.91	6.35	-13.5%	21.09	17.83	-15.5%
Price/Gal ($)	8.94	9.57	9.69	9.73	9.62	9.46	9.49	9.56	6.9%	8.74	9.51	8.8%
Revenues ($)	65.65	54.67	53.16	53.38	53.21	52.66	56.11	60.73	-7.5%	184.27	169.49	-8.0%
Refrigerated OJ												
Gallons	26.35	18.31	17.83	18.31	18.17	18.59	20.98	23.81	-9.6%	70.83	63.38	-10.5%
Price/Gal ($)	10.10	11.82	11.93	11.89	11.85	11.73	11.60	11.54	14.2%	10.02	11.61	15.9%
Revenues ($)	266.15	216.53	212.73	217.74	215.19	217.98	243.38	274.67	3.2%	709.90	736.02	3.7%
Frozen OJ												
Gallons	0.92	0.74	0.69	0.67	0.65	0.63	0.73	0.82	-11.5%	2.47	2.18	-11.4%
Price/Gal ($)	8.21	8.55	8.92	8.77	8.63	8.67	8.74	8.91	8.6%	8.08	8.79	8.7%
Revenues ($)	7.57	6.30	6.14	5.91	5.63	5.50	6.41	7.27	-3.9%	19.93	19.18	-3.7%
Shelf Stable OJ												
Gallons	0.65	0.42	0.42	0.44	0.44	0.40	0.38	0.40	-39.1%	1.85	1.17	-36.9%
Price/Gal ($)	10.30	11.57	11.71	11.74	11.61	11.66	11.76	11.87	15.2%	10.36	11.76	13.5%
Revenues ($)	6.69	4.86	4.87	5.11	5.15	4.65	4.41	4.70	-29.8%	19.20	13.75	-28.4%
Total Orange Juice												
Gallons	27.92	19.47	18.94	19.42	19.26	19.62	22.09	25.02	-10.4%	75.15	66.73	-11.2%
Price/Gal ($)	10.04	11.70	11.81	11.78	11.73	11.63	11.51	11.46	14.1%	9.97	11.52	15.6%
Revenues ($)	280.41	227.69	223.73	228.76	225.97	228.12	254.20	286.64	2.2%	749.03	768.96	2.7%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25
2024-25 STD: 10/05/24 - 12/28/24

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 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
NFC GJ												
Gallons	0.54	0.47	0.43	0.45	0.43	0.42	0.42	0.43	-19.9%	1.57	1.28	-18.3%
Price/Gal ($)	11.74	13.14	13.46	13.10	13.02	13.02	12.97	12.81	9.2%	11.70	12.93	10.5%
Revenues ($)	6.36	6.16	5.84	5.88	5.64	5.49	5.51	5.56	-12.6%	18.33	16.55	-9.7%
RECON GJ												
Gallons	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.06	97.1%	0.04	0.07	80.0%
Price/Gal ($)	22.40	24.38	25.19	26.27	26.07	25.74	25.13	22.32	-0.3%	23.25	23.00	-1.1%
Revenues ($)	0.66	0.19	0.19	0.19	0.21	0.20	0.21	1.29	96.5%	0.96	1.70	78.1%
Refrigerated GJ												
Gallons	0.57	0.48	0.44	0.46	0.44	0.43	0.43	0.49	-13.9%	1.61	1.35	-15.8%
Price/Gal ($)	12.29	13.33	13.65	13.31	13.26	13.25	13.21	13.93	13.4%	12.00	13.48	12.4%
Revenues ($)	7.01	6.35	6.03	6.07	5.85	5.69	5.72	6.85	-2.4%	19.29	18.26	-5.3%
Frozen GJ												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	399.0%	0.00	0.00	128.4%
Price/Gal ($)	6.58	6.58	6.58	6.58	6.59	6.57	6.60	7.48	13.6%	6.58	7.21	9.5%
Revenues ($)	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.02	466.8%	0.01	0.03	150.2%
Shelf Stable GJ												
Gallons	0.20	0.22	0.20	0.20	0.20	0.19	0.20	0.21	2.9%	0.61	0.61	0.2%
Price/Gal ($)	8.95	9.46	9.64	9.61	9.61	9.39	9.18	9.17	2.5%	8.97	9.24	3.1%
Revenues ($)	1.83	2.07	1.97	1.93	1.89	1.81	1.88	1.92	5.4%	5.44	5.62	3.3%
Total Grapefruit Juice												
Gallons	0.78	0.70	0.65	0.66	0.64	0.62	0.64	0.70	-9.2%	2.22	1.97	-11.3%
Price/Gal ($)	11.41	12.10	12.38	12.18	12.12	12.05	11.91	12.49	9.5%	11.16	12.16	8.9%
Revenues ($)	8.84	8.42	8.00	8.00	7.74	7.51	7.61	8.79	-0.6%	24.74	23.90	-3.4%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25
2024-25 STD: 10/05/24 - 12/28/24

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 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Gallons	0.27	0.31	0.31	0.30	0.27	0.25	0.24	0.22	-18.8%	0.82	0.72	-12.4%
Price/Gal ($)	7.50	7.83	7.56	7.73	7.56	7.66	7.64	8.04	7.2%	7.55	7.77	2.9%
Revenues ($)	2.05	2.41	2.35	2.29	2.08	1.94	1.87	1.78	-12.9%	6.20	5.59	-9.8%
OJ Drinks 40-99.99%												
Gallons	0.92	0.67	0.64	0.63	0.62	0.62	0.67	0.72	-21.3%	2.35	2.01	-14.5%
Price/Gal ($)	9.44	11.84	11.87	11.90	11.91	11.82	11.64	11.57	22.6%	9.63	11.67	21.3%
Revenues ($)	8.67	7.89	7.60	7.52	7.33	7.38	7.74	8.37	-3.5%	22.64	23.49	3.7%
OJ Drinks - % not stated												
Gallons	1.09	0.73	0.73	0.76	0.79	0.81	0.84	0.87	-20.8%	3.08	2.52	-18.4%
Price/Gal ($)	12.00	14.24	14.50	14.20	14.80	14.79	15.02	14.52	20.9%	11.52	14.77	28.2%
Revenues ($)	13.12	10.36	10.53	10.86	11.68	12.02	12.60	12.57	-4.2%	35.53	37.19	4.7%
Total OJ Drinks												
Gallons	2.30	1.71	1.69	1.70	1.69	1.70	1.76	1.83	-20.7%	6.31	5.29	-16.2%
Price/Gal ($)	10.40	12.11	12.19	12.18	12.53	12.60	12.66	12.50	20.1%	10.26	12.58	22.7%
Revenues ($)	23.98	20.74	20.56	20.75	21.16	21.41	22.31	22.83	-4.8%	64.75	66.56	2.8%
OJ BL Drinks												
Gallons	10.88	11.92	11.85	11.85	11.45	11.36	10.96	10.74	-1.3%	33.59	33.06	-1.6%
Price/Gal ($)	5.01	4.92	4.92	4.98	5.07	5.04	5.09	5.21	3.9%	4.95	5.11	3.4%
Revenues ($)	54.55	58.65	58.31	58.97	58.01	57.24	55.81	55.92	2.5%	166.14	168.97	1.7%
OJ BL (100% Juice)												
Gallons	2.00	1.20	1.20	1.24	1.29	1.27	1.27	1.32	-33.8%	5.98	3.86	-35.5%
Price/Gal ($)	10.10	11.17	11.22	11.36	11.42	11.32	11.49	11.73	16.1%	10.08	11.52	14.3%
Revenues ($)	20.18	13.45	13.48	14.05	14.68	14.41	14.56	15.51	-23.1%	60.31	44.48	-26.2%
GJ Cocktail												
Gallons	0.32	0.32	0.31	0.30	0.29	0.28	0.31	0.32	0.8%	0.92	0.91	-1.5%
Price/Gal ($)	7.64	7.86	7.96	7.92	8.17	8.10	7.95	7.92	3.6%	7.76	7.99	3.0%
Revenues ($)	2.42	2.52	2.49	2.40	2.36	2.28	2.46	2.52	4.4%	7.16	7.26	1.4%
GJ BL (100% Juice)												
Gallons	0.06	0.06	0.06	0.06	0.06	0.06	0.03	0.02	-73.4%	0.17	0.10	-42.1%
Price/Gal ($)	7.60	7.91	7.91	7.99	8.23	8.19	7.62	7.87	3.6%	7.63	7.99	4.7%
Revenues ($)	0.44	0.47	0.47	0.49	0.49	0.47	0.19	0.12	-72.5%	1.29	0.78	-39.4%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25
2024-25 STD: 10/05/24 - 12/28/24

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: 12/27/25
Issue Date: 01/06/26
Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
NFC OJ												
Gallons	11.62	7.35	7.19	7.45	7.30	7.56	8.85	10.30	-11.3%	29.98	26.71	-10.9%
Price/Gal ($)	10.69	13.57	13.65	13.50	13.51	13.35	12.97	12.65	18.3%	10.96	12.95	18.2%
Revenues ($)	124.21	99.79	98.16	100.57	98.63	100.98	114.76	130.28	4.9%	328.52	346.02	5.3%
RECON OJ												
Gallons	4.95	3.97	3.72	3.74	3.82	3.80	3.98	4.17	-15.9%	14.53	11.95	-17.8%
Price/Gal ($)	8.80	9.37	9.54	9.53	9.35	9.21	9.25	9.36	6.3%	8.62	9.27	7.6%
Revenues ($)	43.61	37.15	35.44	35.63	35.77	35.00	36.79	39.00	-10.6%	125.31	110.79	-11.6%
Refrigerated OJ												
Gallons	16.57	11.32	10.91	11.19	11.13	11.37	12.82	14.47	-12.7%	44.51	38.66	-13.2%
Price/Gal ($)	10.13	12.10	12.25	12.18	12.08	11.96	11.82	11.70	15.5%	10.20	11.82	15.9%
Revenues ($)	167.82	136.94	133.61	136.19	134.40	135.98	151.56	169.28	0.9%	453.84	456.81	0.7%
Frozen OJ												
Gallons	0.59	0.48	0.46	0.45	0.45	0.44	0.51	0.56	-5.1%	1.58	1.50	-4.9%
Price/Gal ($)	8.55	8.73	8.71	8.64	8.46	8.47	8.57	8.81	3.0%	8.36	8.63	3.3%
Revenues ($)	5.02	4.16	3.99	3.86	3.81	3.72	4.35	4.91	-2.3%	13.22	12.98	-1.8%
Shelf Stable OJ												
Gallons	0.25	0.22	0.20	0.21	0.22	0.21	0.22	0.22	-12.4%	0.71	0.65	-9.2%
Price/Gal ($)	10.51	10.88	11.07	11.11	10.88	10.89	11.00	11.10	5.6%	10.55	11.00	4.3%
Revenues ($)	2.64	2.35	2.25	2.31	2.36	2.28	2.41	2.44	-7.4%	7.53	7.13	-5.3%
Total Orange Juice												
Gallons	17.41	12.01	11.57	11.84	11.79	12.01	13.55	15.25	-12.4%	46.81	40.81	-12.8%
Price/Gal ($)	10.08	11.94	12.09	12.02	11.92	11.82	11.69	11.58	14.9%	10.14	11.69	15.3%
Revenues ($)	175.48	143.45	139.84	142.36	140.57	141.97	158.32	176.63	0.7%	474.59	476.93	0.5%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 12/27/25
2024-25 STD: 10/05/24 - 12/28/24

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 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
NFC GJ												
Gallons	0.46	0.43	0.40	0.41	0.40	0.39	0.39	0.40	-13.1%	1.33	1.18	-11.1%
Price/Gal ($)	0.00	13.41	13.80	13.33	13.23	13.24	13.19	13.02	8.7%	12.00	13.14	9.5%
Revenues ($)	5.53	5.76	5.45	5.52	5.29	5.15	5.17	5.23	-5.6%	15.96	15.54	-2.7%
RECON GJ												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	28.6%	0.02	0.02	33.8%
Price/Gal ($)	24.87	24.49	25.26	26.32	26.12	25.78	25.16	26.34	5.9%	25.21	25.75	2.1%
Revenues ($)	0.16	0.19	0.18	0.19	0.21	0.20	0.21	0.22	36.2%	0.46	0.62	36.7%
Refrigerated GJ												
Gallons	0.47	0.44	0.40	0.42	0.41	0.40	0.40	0.41	-12.6%	1.35	1.21	-10.5%
Price/Gal ($)	12.15	13.61	14.01	13.55	13.47	13.48	13.44	13.28	9.3%	12.18	13.40	10.0%
Revenues ($)	5.69	5.95	5.64	5.71	5.50	5.34	5.38	5.44	-4.4%	16.42	16.16	-1.6%
Frozen GJ												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	399.7%	0.00	0.00	128.8%
Price/Gal ($)	6.59	6.58	6.58	6.59	6.59	6.58	6.60	7.48	13.5%	6.58	7.21	9.5%
Revenues ($)	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.02	467.3%	0.01	0.03	150.4%
Shelf Stable GJ												
Gallons	0.11	0.12	0.11	0.11	0.11	0.11	0.11	0.11	-4.3%	0.34	0.32	-4.3%
Price/Gal ($)	10.21	10.83	11.00	10.88	10.82	10.69	10.77	10.92	7.0%	10.27	10.80	5.1%
Revenues ($)	1.16	1.29	1.22	1.19	1.16	1.13	1.16	1.18	2.4%	3.45	3.47	0.6%
Total Grapefruit Juice												
Gallons	0.58	0.56	0.51	0.53	0.52	0.50	0.51	0.52	-10.6%	1.69	1.53	-9.1%
Price/Gal ($)	11.77	13.01	13.35	12.99	12.91	12.89	12.86	12.76	8.4%	11.80	12.84	8.8%
Revenues ($)	6.85	7.24	6.86	6.90	6.66	6.48	6.54	6.64	-3.0%	19.88	19.66	-1.1%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25

2024-25 STD: 10/05/24 - 12/28/24

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 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Gallons	0.17	0.24	0.24	0.22	0.21	0.20	0.19	0.18	0.9%	0.52	0.57	9.3%
Price/Gal ($)	7.30	7.77	7.78	8.18	7.95	7.84	7.67	8.22	12.5%	7.39	7.90	6.8%
Revenues ($)	1.28	1.84	1.84	1.81	1.68	1.56	1.48	1.45	13.5%	3.85	4.49	16.8%
OJ Drinks 40-99.99%												
Gallons	0.73	0.50	0.47	0.46	0.44	0.45	0.48	0.52	-28.7%	1.84	1.46	-21.0%
Price/Gal ($)	9.13	11.68	11.78	11.83	11.88	11.78	11.53	11.44	25.3%	9.49	11.58	22.0%
Revenues ($)	6.66	5.79	5.59	5.48	5.28	5.35	5.55	5.96	-10.6%	17.49	16.86	-3.6%
OJ Drinks - % not stated												
Gallons	0.57	0.34	0.34	0.37	0.37	0.40	0.42	0.47	-17.2%	1.64	1.29	-21.2%
Price/Gal ($)	9.01	10.84	10.73	10.32	10.36	9.97	10.04	10.06	11.6%	9.06	10.02	10.6%
Revenues ($)	5.12	3.68	3.62	3.84	3.87	4.00	4.24	4.73	-7.6%	14.87	12.96	-12.8%
Total OJ Drinks												
Gallons	1.49	1.08	1.06	1.06	1.04	1.06	1.10	1.18	-20.7%	4.04	3.34	-17.3%
Price/Gal ($)	8.83	10.49	10.49	10.48	10.46	10.29	10.23	10.34	17.1%	9.00	10.29	14.3%
Revenues ($)	13.12	11.34	11.07	11.15	10.86	10.93	11.30	12.17	-7.2%	36.38	34.40	-5.4%
OJ BL Drinks												
Gallons	4.67	5.31	5.18	5.19	4.97	4.73	4.76	4.51	-3.4%	14.46	14.00	-3.2%
Price/Gal ($)	5.24	5.13	5.19	5.15	5.22	5.31	5.26	5.50	5.0%	5.13	5.36	4.5%
Revenues ($)	24.48	27.26	26.84	26.72	25.96	25.13	25.07	24.81	1.4%	74.13	75.00	1.2%
OJ BL (100% Juice)												
Gallons	1.22	0.68	0.67	0.67	0.67	0.65	0.68	0.70	-42.6%	3.57	2.03	-43.0%
Price/Gal ($)	11.14	12.92	13.10	13.39	13.58	13.68	13.64	13.92	25.0%	11.15	13.75	23.3%
Revenues ($)	13.57	8.75	8.79	8.94	9.05	8.94	9.29	9.73	-28.3%	39.81	27.96	-29.8%
GJ Cocktail												
Gallons	0.19	0.18	0.17	0.17	0.16	0.16	0.17	0.17	-10.6%	0.56	0.50	-9.7%
Price/Gal ($)	7.52	7.91	8.09	7.99	8.30	8.18	7.99	7.90	5.0%	7.69	8.02	4.3%
Revenues ($)	1.46	1.45	1.40	1.35	1.31	1.29	1.36	1.37	-6.1%	4.27	4.03	-5.8%
GJ BL (100% Juice)												
Gallons	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-8.4%	0.04	0.04	-5.0%
Price/Gal ($)	7.64	8.17	8.20	8.04	8.27	8.22	8.20	7.96	4.1%	7.76	8.12	4.6%
Revenues ($)	0.12	0.12	0.11	0.11	0.10	0.10	0.11	0.11	-4.6%	0.33	0.33	-0.6%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25

2024-25 STD: 10/05/24 - 12/28/24

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: 12/27/25
Issue Date: 01/06/26
Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
NFC OJ												
Average Promo Price	$9.10	$11.67	$12.05	$11.86	$11.78	$11.36	$11.00	$10.79	18.5%	$9.36	$10.99	17.5%
Price Reduction	52	46	47	49	51	70	77	76	46.3%	53	74	39.7%
Feature & Disp	2	1	1	1	1	1	2	2	1.9%	2	2	-8.7%
Display w/o Fea	11	9	7	8	7	10	10	10	-6.3%	11	10	-9.9%
Feature w/o Disp	24	13	17	21	18	21	31	26	8.4%	26	26	-0.4%
RECON OJ												
Average Promo Price	$7.98	$9.36	$8.89	$9.25	$9.12	$8.71	$8.77	$9.04	13.4%	$7.85	$8.84	12.6%
Price Reduction	34	51	55	54	47	58	60	60	76.6%	36	60	65.3%
Feature & Disp	0	0	0	0	1	0	0	0	-17.2%	0	0	-57.4%
Display w/o Fea	3	3	3	2	2	2	2	2	-38.0%	3	2	-31.3%
Feature w/o Disp	6	9	6	8	10	7	5	4	-33.2%	7	5	-27.4%
Refrigerated OJ												
Average Promo Price	$8.90	$10.65	$10.50	$10.92	$10.92	$10.42	$10.35	$10.34	16.2%	$9.02	$10.36	14.9%
Price Reduction	55	69	75	76	68	75	80	80	44.4%	59	78	32.8%
Feature & Disp	2	1	1	1	1	2	2	2	0.8%	2	2	-17.8%
Display w/o Fea	13	10	9	9	8	11	11	12	-10.3%	13	11	-12.3%
Feature w/o Disp	29	22	21	27	23	26	34	29	0.1%	31	30	-4.0%
Frozen OJ												
Average Promo Price	$8.11	$9.26	$6.91	$8.53	$8.43	$7.86	$7.69	$8.88	9.6%	$8.08	$7.97	-1.3%
Price Reduction	8	6	9	13	13	16	14	8	1.5%	8	13	59.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-20.3%	0	0	202.4%
Feature w/o Disp	0	0	1	1	1	1	1	0	-1.0%	0	1	95.3%
Shelf Stable OJ												
Average Promo Price	$10.90	$12.83	$12.79	$13.29	$12.39	$12.92	$12.49	$11.94	9.6%	$10.61	$12.50	17.8%
Price Reduction	7	10	5	6	10	10	8	5	-29.0%	7	8	20.0%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	1	1	1	1	-55.7%	2	1	-56.2%
Feature w/o Disp	1	0	0	0	2	0	0	0	-30.7%	1	0	-70.2%
Total Orange Juice												
Average Promo Price	$8.90	$10.66	$10.41	$10.89	$10.90	$10.38	$10.31	$10.33	16.1%	$9.02	$10.34	14.6%
Price Reduction	57	71	78	78	71	77	81	81	43.3%	60	80	31.9%
Feature & Disp	2	1	1	1	1	2	2	2	0.8%	2	2	-17.8%
Display w/o Fea	14	11	9	10	9	12	12	12	-11.9%	14	12	-14.5%
Feature w/o Disp	29	22	22	27	23	26	34	29	0.4%	31	30	-4.1%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 12/27/25
2024-25 STD: 10/05/24 - 12/28/24
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/24	07/12/25	08/09/25	09/06/25	10/04/25	11/01/25	11/29/25	12/27/25		2024-25	2025-26	% Change
NFC GJ												
Average Promo Price	$10.02	$10.52	$10.70	$11.09	$10.95	$10.29	$10.59	$10.41	3.9%	$10.00	$10.44	4.3%
Price Reduction	26	26	26	24	20	17	21	23	-12.3%	25	21	-19.3%
Feature & Disp	0	0	0	0	0	0	0	0	-72.8%	0	0	-59.0%
Display w/o Fea	1	1	0	0	0	0	0	0	-28.9%	1	0	-43.4%
Feature w/o Disp	6	5	3	7	8	4	6	6	-7.7%	6	5	-10.2%
RECON GJ												
Average Promo Price	$19.55	$31.22	$33.38	$22.77	$28.31	$28.38	$22.55	$21.64	10.7%	$18.37	$22.28	21.3%
Price Reduction	0	0	0	0	0	0	0	0	82.9%	0	0	330.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	227.2%	0	0	153.8%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Refrigerated GJ												
Average Promo Price	$10.13	$10.54	$10.71	$11.09	$11.02	$10.38	$10.65	$10.77	6.4%	$10.05	$10.63	5.7%
Price Reduction	26	26	26	24	20	17	22	23	-12.3%	25	21	-19.0%
Feature & Disp	0	0	0	0	0	0	0	0	-72.8%	0	0	-59.0%
Display w/o Fea	1	1	0	0	0	0	0	1	19.0%	1	1	-26.3%
Feature w/o Disp	6	5	3	7	8	4	6	6	-7.7%	6	5	-10.2%
Frozen GJ												
Average Promo Price	$6.30	$6.40	$6.28	$6.47	$6.61	$6.42	$6.53	$6.48	2.8%	$6.36	$6.49	2.1%
Price Reduction	0	0	0	0	0	0	0	0	-21.8%	0	0	-35.3%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	580.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Shelf Stable GJ												
Average Promo Price	$9.48	$10.61	$14.55	$12.32	$10.69	$11.24	$9.46	$10.36	9.2%	$9.39	$10.29	9.7%
Price Reduction	14	6	8	9	6	10	12	12	-12.7%	11	11	3.0%
Feature & Disp	0	0	0	0	0	0	0	0	80.5%	0	0	-53.0%
Display w/o Fea	1	0	0	0	0	0	0	1	-28.1%	1	0	-55.7%
Feature w/o Disp	1	0	0	0	0	1	1	1	-9.2%	1	1	-23.0%
Total GJ												
Average Promo Price	$10.02	$10.55	$11.15	$11.22	$10.99	$10.51	$10.47	$10.72	7.0%	$9.95	$10.58	6.3%
Price Reduction	30	30	31	29	24	23	29	29	-2.5%	29	27	-7.0%
Feature & Disp	0	0	0	0	0	0	0	0	-63.0%	0	0	-58.5%
Display w/o Fea	1	1	1	1	1	1	1	1	-1.9%	2	1	-40.0%
Feature w/o Disp	7	5	3	7	8	5	6	6	-8.6%	7	6	-14.0%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25

2024-25 STD: 10/05/24 - 12/28/24

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/24	07/12/25	08/09/25	09/06/25	10/04/25	11/01/25	11/29/25	12/27/25		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Average Promo Price	$6.57	$6.92	$6.31	$6.46	$6.04	$6.48	$5.95	$6.60	0.5%	$6.58	$6.32	-3.9%
Price Reduction	12	20	20	19	18	18	16	14	9.8%	13	16	17.6%
Feature & Disp	0	0	0	0	0	0	0	0	-51.4%	0	0	-33.3%
Display w/o Fea	1	4	5	4	4	3	3	2	41.0%	2	3	43.2%
Feature w/o Disp	2	2	2	3	3	2	1	2	-21.3%	2	1	-16.7%
OJ Drinks 40-99.99%												
Average Promo Price	$8.60	$11.08	$10.92	$11.12	$11.02	$11.20	$10.75	$10.66	24.0%	$8.78	$10.84	23.5%
Price Reduction	27	17	17	17	20	22	22	23	-14.6%	24	22	-6.7%
Feature & Disp	0	0	0	0	0	0	0	0	-22.2%	0	0	-42.2%
Display w/o Fea	3	3	2	1	1	1	2	3	2.6%	2	2	-1.8%
Feature w/o Disp	8	6	5	4	5	8	8	8	-1.6%	8	8	-3.6%
OJ Drinks - % not stated												
Average Promo Price	$10.43	$12.74	$12.43	$10.07	$10.95	$10.39	$11.92	$11.11	6.5%	$10.00	$11.23	12.3%
Price Reduction	18	8	10	16	13	12	17	18	1.2%	17	16	-7.0%
Feature & Disp	0	0	0	0	0	0	0	0	-86.9%	0	0	-83.5%
Display w/o Fea	2	2	1	1	1	2	2	2	-19.0%	2	2	-16.9%
Feature w/o Disp	1	0	0	1	2	1	0	1	34.1%	1	1	-39.3%
Total OJ Drinks												
Average Promo Price	$9.03	$10.24	$9.90	$9.57	$9.62	$10.04	$10.45	$10.34	14.5%	$8.97	$10.29	14.8%
Price Reduction	35	31	31	34	34	34	35	35	-0.7%	34	35	3.3%
Feature & Disp	0	0	0	0	0	0	0	0	-47.7%	0	0	-42.2%
Display w/o Fea	6	9	8	6	6	6	7	7	6.4%	6	6	11.1%
Feature w/o Disp	10	7	7	8	8	10	9	10	1.6%	11	10	-5.8%
OJ BL Drinks												
Average Promo Price	$4.34	$4.16	$4.23	$4.24	$4.44	$4.65	$4.26	$4.39	1.1%	$4.27	$4.46	4.5%
Price Reduction	44	73	73	73	70	76	68	53	20.9%	50	65	30.2%
Feature & Disp	1	3	2	2	1	2	1	1	-7.0%	1	1	-19.8%
Display w/o Fea	14	25	27	26	23	19	16	12	-14.9%	18	16	-12.2%
Feature w/o Disp	8	15	12	15	10	12	8	6	-29.3%	11	9	-23.3%
OJ BL (100% Juice)												
Average Promo Price	$9.77	$11.12	$10.48	$12.02	$11.98	$10.07	$10.68	$12.85	31.5%	$9.80	$11.04	12.7%
Price Reduction	40	28	27	29	49	54	48	37	-5.6%	44	46	4.4%
Feature & Disp	0	0	0	0	0	0	0	0	-85.4%	1	0	-58.9%
Display w/o Fea	3	2	2	2	2	2	2	2	-32.9%	3	2	-36.6%
Feature w/o Disp	10	4	7	7	6	5	3	2	-79.5%	11	4	-67.5%
GJ Cocktail												
Average Promo Price	$6.85	$6.57	$6.62	$6.35	$7.11	$6.66	$6.50	$6.32	-7.7%	$6.62	$6.48	-2.2%
Price Reduction	16	9	6	9	6	8	10	10	-36.6%	12	10	-19.6%
Feature & Disp	0	0	0	0	0	0	0	0	1027.4%	0	0	143.2%
Display w/o Fea	0	0	0	1	0	0	1	1	92.3%	0	1	40.5%
Feature w/o Disp	2	0	2	0	0	0	2	2	24.0%	1	1	20.8%
GJ BL (100% Juice)												
Average Promo Price	$7.37	$7.76	$7.33	$7.12	$7.88	$8.00	$6.74	$6.69	-9.2%	$7.41	$6.97	-6.0%
Price Reduction	1	0	0	1	0	1	7	2	18.5%	1	3	199.1%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-68.1%
Feature w/o Disp	0	0	0	0	0	0	0	0	-22.7%	0	0	-70.1%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25

2024-25 STD: 10/05/24 - 12/28/24

Source: Nielsen

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

(Prices in dollars and Promotion in %ACV)

Report Ending Date: 12/27/25
Issue Date: 01/06/26
Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/2024	7/12/2025	8/9/2025	9/6/2025	10/4/2025	11/1/2025	11/29/2025	12/27/2025		2024-25	2025-26	% Change
NFC OJ												
Average Promo Price	$8.99	$11.88	$11.96	$11.98	$11.81	$11.48	$11.14	$10.78	19.9%	$9.29	$11.06	19.1%
Price Reduction	88	80	79	80	82	83	86	85	-2.9%	89	85	-4.8%
Feature & Disp	4	2	3	2	2	3	4	4	2.0%	4	4	-8.9%
Display w/o Fea	9	8	7	9	8	9	10	10	12.7%	9	10	5.0%
Feature w/o Disp	44	24	29	34	34	38	49	48	8.6%	46	45	-2.8%
RECON OJ												
Average Promo Price	$7.92	$9.15	$8.19	$8.81	$8.94	$8.21	$8.15	$8.39	5.9%	$7.82	$8.25	5.5%
Price Reduction	64	62	61	60	61	60	60	61	-4.2%	61	60	-1.8%
Feature & Disp	0	1	1	1	1	0	1	0	-17.9%	1	0	-57.5%
Display w/o Fea	3	4	3	3	3	4	3	3	-6.7%	4	4	-5.7%
Feature w/o Disp	14	16	11	14	21	15	12	9	-33.6%	16	12	-23.6%
Refrigerated OJ												
Average Promo Price	$8.79	$10.81	$10.53	$11.05	$10.92	$10.43	$10.38	$10.30	17.2%	$8.94	$10.36	15.9%
Price Reduction	91	88	89	89	88	87	89	89	-2.1%	93	89	-4.3%
Feature & Disp	4	3	3	3	3	4	5	4	0.8%	5	4	-18.2%
Display w/o Fea	11	11	9	11	9	12	13	12	8.3%	12	12	4.1%
Feature w/o Disp	54	38	36	45	44	48	56	53	-1.7%	56	52	-6.8%
Frozen OJ												
Average Promo Price	$8.14	$9.39	$6.86	$9.51	$9.27	$7.87	$7.71	$9.09	11.6%	$8.21	$8.01	-2.5%
Price Reduction	15	12	17	16	15	30	27	14	-5.1%	14	24	72.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	3.8%	0	0	217.4%
Feature w/o Disp	1	0	2	2	1	1	2	1	-1.8%	1	1	93.5%
Shelf Stable OJ												
Average Promo Price	$10.94	$12.05	$10.86	$11.66	$11.37	$11.96	$10.96	$9.93	-9.2%	$10.52	$11.08	5.4%
Price Reduction	16	18	7	9	18	19	8	7	-57.5%	13	11	-14.8%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	1	1	2	1	114.4%	1	1	87.8%
Feature w/o Disp	1	0	1	1	4	1	1	1	21.7%	2	1	-62.0%
Total Orange Juice												
Average Promo Price	$8.79	$10.81	$10.39	$11.03	$10.91	$10.38	$10.32	$10.29	17.0%	$8.94	$10.32	15.5%
Price Reduction	91	89	91	91	89	88	90	90	-1.7%	93	89	-3.9%
Feature & Disp	4	3	3	3	3	4	5	4	0.8%	5	4	-18.1%
Display w/o Fea	12	12	10	12	11	13	14	14	14.7%	12	14	10.3%
Feature w/o Disp	54	38	37	45	45	48	56	54	-1.4%	56	53	-7.0%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 12/27/25
2024-25 STD: 10/05/24 - 12/28/24
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD ($2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/24	07/12/25	08/09/25	09/06/25	10/04/25	11/01/25	11/29/25	12/27/25		2024-25	2025-26	% Change
NFC GJ												
Average Promo Price	$10.05	$10.68	$11.09	$11.24	$10.99	$10.35	$10.66	$10.45	4.1%	$10.04	$10.49	4.5%
Price Reduction	59	42	32	40	45	38	49	53	-10.8%	56	47	-16.2%
Feature & Disp	0	0	0	0	0	0	0	0	-73.0%	0	0	-56.2%
Display w/o Fea	1	1	1	1	1	1	1	1	25.7%	1	1	-13.4%
Feature w/o Disp	15	12	7	17	18	10	14	14	-8.5%	13	12	-4.1%
RECON GJ												
Average Promo Price	$11.01	$38.15	$36.17	$23.50	$28.49	$28.46	$22.60	$21.54	95.6%	$13.33	$23.80	78.6%
Price Reduction	0	0	0	0	1	1	1	0	84.0%	0	1	338.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	169.2%	0	0	72.4%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Refrigerated GJ												
Average Promo Price	$10.05	$10.71	$11.12	$11.24	$11.06	$10.44	$10.72	$10.50	4.5%	$10.05	$10.56	5.1%
Price Reduction	60	42	32	40	45	39	49	53	-10.8%	56	47	-15.8%
Feature & Disp	0	0	0	0	0	0	0	0	-73.0%	0	0	-56.2%
Display w/o Fea	1	1	1	1	1	1	1	1	52.4%	1	1	-8.0%
Feature w/o Disp	15	12	7	17	18	10	14	14	-8.5%	13	12	-4.1%
Frozen GJ												
Average Promo Price	$6.30	$6.40	$6.28	$6.47	$6.61	$6.42	$6.53	$6.48	2.8%	$6.36	$6.49	2.1%
Price Reduction	0	0	0	0	0	0	0	0	-22.4%	0	0	-35.8%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	597.1%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Shelf Stable GJ												
Average Promo Price	$9.47	$10.59	$14.56	$12.31	$10.74	$11.31	$10.12	$11.62	22.7%	$9.35	$11.01	17.7%
Price Reduction	31	14	18	20	14	23	21	21	-33.5%	25	21	-14.2%
Feature & Disp	0	0	0	0	0	0	0	0	79.2%	0	0	-53.7%
Display w/o Fea	0	1	0	1	1	0	1	1	61.8%	0	1	32.3%
Feature w/o Disp	1	1	1	1	0	2	1	1	-10.0%	2	1	-23.7%
Total GJ												
Average Promo Price	$9.95	$10.70	$11.63	$11.36	$11.03	$10.57	$10.64	$10.62	6.7%	$9.94	$10.61	6.8%
Price Reduction	67	51	43	53	53	52	59	60	-10.2%	63	57	-10.1%
Feature & Disp	0	0	0	0	0	0	0	0	-63.2%	0	0	-56.5%
Display w/o Fea	1	2	1	1	2	1	2	2	63.4%	2	2	7.2%
Feature w/o Disp	16	13	7	17	18	11	14	15	-9.4%	15	13	-8.9%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25

2024-25 STD: 10/05/24 - 12/28/24

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD ($2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 03 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	12/28/24	07/12/25	08/09/25	09/06/25	10/04/25	11/01/25	11/29/25	12/27/25		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Average Promo Price	$6.51	$6.89	$6.74	$7.63	$7.03	$6.92	$6.23	$7.10	9.1%	$6.57	$6.71	2.2%
Price Reduction	28	45	46	42	39	40	36	31	8.0%	31	36	15.0%
Feature & Disp	0	1	0	0	0	1	0	0	-51.9%	0	0	-33.9%
Display w/o Fea	3	9	11	9	8	7	6	4	45.3%	4	6	51.0%
Feature w/o Disp	5	4	4	7	6	4	2	4	-22.5%	4	3	-16.7%
OJ Drinks 40-99.99%												
Average Promo Price	$8.53	$11.00	$10.86	$11.10	$10.99	$11.20	$10.70	$10.59	24.2%	$8.73	$10.80	23.7%
Price Reduction	60	37	35	36	36	44	42	47	-20.8%	50	44	-11.3%
Feature & Disp	0	0	0	0	0	0	0	0	-9.2%	0	0	-36.9%
Display w/o Fea	1	2	2	2	1	1	1	1	24.7%	1	1	-17.1%
Feature w/o Disp	16	13	12	10	8	14	14	15	-3.4%	16	14	-10.5%
OJ Drinks - % not stated												
Average Promo Price	$8.48	$7.82	$7.58	$8.29	$9.31	$8.46	$9.69	$9.93	17.0%	$8.56	$9.48	10.8%
Price Reduction	41	18	22	36	30	28	39	41	1.4%	39	36	-6.6%
Feature & Disp	0	0	0	0	0	0	0	0	-87.0%	0	0	-83.6%
Display w/o Fea	2	2	2	2	3	3	3	3	32.5%	2	3	30.5%
Feature w/o Disp	2	1	1	3	5	3	0	3	33.0%	3	2	-39.8%
Total OJ Drinks												
Average Promo Price	$8.32	$9.16	$8.87	$9.36	$9.50	$9.47	$9.57	$9.90	19.0%	$8.41	$9.66	14.9%
Price Reduction	76	64	64	70	65	67	71	71	-6.2%	71	70	-1.6%
Feature & Disp	1	1	1	1	1	1	0	0	-45.8%	1	0	-40.7%
Display w/o Fea	6	12	13	12	12	11	10	8	39.8%	7	10	38.0%
Feature w/o Disp	21	17	16	19	16	19	16	21	0.7%	21	19	-10.9%
OJ BL Drinks												
Average Promo Price	$4.37	$4.34	$4.39	$4.31	$4.20	$4.43	$4.03	$4.43	1.2%	$4.31	$4.29	-0.5%
Price Reduction	83	89	89	90	83	83	81	81	-2.1%	84	82	-3.0%
Feature & Disp	1	6	5	4	3	4	2	1	-1.2%	3	2	-17.9%
Display w/o Fea	16	28	31	31	26	23	22	18	9.1%	21	21	1.6%
Feature w/o Disp	18	32	25	30	21	28	19	12	-33.8%	25	19	-21.9%
OJ BL (100% Juice)												
Average Promo Price	$9.91	$11.53	$11.16	$12.88	$12.97	$11.91	$12.35	$14.02	41.5%	$9.95	$12.70	27.6%
Price Reduction	69	62	57	62	63	65	60	60	-12.9%	72	62	-14.6%
Feature & Disp	1	1	1	0	0	1	1	0	-85.6%	1	1	-58.4%
Display w/o Fea	3	3	3	3	3	3	4	2	-16.3%	4	3	-21.6%
Feature w/o Disp	24	7	14	13	13	13	7	5	-79.8%	24	8	-65.4%
GJ Cocktail												
Average Promo Price	$6.88	$6.53	$6.45	$6.32	$7.30	$6.82	$6.61	$6.29	-8.6%	$6.65	$6.55	-1.5%
Price Reduction	37	22	14	21	14	17	20	20	-46.3%	27	19	-30.9%
Feature & Disp	0	0	0	0	0	0	0	0	1018.5%	0	0	141.1%
Display w/o Fea	1	1	1	1	1	1	1	1	74.6%	1	1	21.9%
Feature w/o Disp	4	1	4	1	1	1	4	5	22.9%	3	3	19.7%
GJ BL (100% Juice)												
Average Promo Price	$7.37	$7.75	$7.32	$7.11	$8.22	$8.72	$7.83	$6.76	-8.2%	$7.41	$7.59	2.4%
Price Reduction	3	1	1	2	1	2	2	3	-16.2%	2	2	-13.0%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	-100.0%	0	0	-69.9%
Feature w/o Disp	1	0	0	0	0	0	0	0	-23.4%	1	0	-70.3%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 12/27/25

2024-25 STD: 10/05/24 - 12/28/24

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 12/28/24	This Year 52 weeks ending 12/27/25
Millions of Gallons		
Total Orange Juice	312.43	278.83
NFC OJ	200.73	184.69
RECON OJ	92.77	78.35
Frozen OJ	10.44	9.45
Shelf Stable OJ	8.49	6.34
Millions of Dollars		
Total Orange Juice	$3,049.51	$3,164.57
NFC OJ	$2,119.55	$2,266.21
RECON OJ	$761.97	$745.74
Frozen OJ	$82.23	$81.60
Shelf Stable OJ	$85.76	$71.03
Average Price per Gallon		
Total Orange Juice	$9.76	$11.35
NFC OJ	$10.56	$12.27
RECON OJ	$8.21	$9.52
Frozen OJ	$7.88	$8.63
Shelf Stable OJ	$10.10	$11.21
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	64.2%	66.2%
RECON OJ	29.7%	28.1%
Frozen OJ	3.3%	3.4%
Shelf Stable OJ	2.7%	2.3%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	69.5%	71.6%
RECON OJ	25.0%	23.6%
Frozen OJ	2.7%	2.6%
Shelf Stable OJ	2.8%	2.2%

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 12/27/25 and 52 weeks ending 12/28/24.

Created: 01/06/2026

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 12/28/24	This Year 52 weeks ending 12/27/25
Millions of Gallons		
Total Grapefruit Juice	9.87	9.05
NFC GJ	6.94	6.07
RECON GJ	0.17	0.25
Frozen GJ	0.00	0.01
Shelf Stable GJ	2.75	2.71
Millions of Dollars		
Total Grapefruit Juice	$108.57	$109.75
NFC GJ	$79.55	$78.48
RECON GJ	$4.07	$5.90
Frozen GJ	$0.03	$0.07
Shelf Stable GJ	$24.93	$25.30
Average Price per Gallon		
Total Grapefruit Juice	$11.00	$12.13
NFC GJ	$11.46	$12.92
RECON GJ	$24.47	$23.34
Frozen GJ	$6.46	$6.60
Shelf Stable GJ	$9.05	$9.33
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	70.4%	67.1%
RECON GJ	1.7%	2.8%
Frozen GJ	0.0%	0.1%
Shelf Stable GJ	27.9%	30.0%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	73.3%	71.5%
RECON GJ	3.7%	5.4%
Frozen GJ	0.0%	0.1%
Shelf Stable GJ	23.0%	23.1%

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 12/27/25 and 52 weeks ending 12/28/24.

Created: 01/06/2026

Orange Juice Sales at xAOC - by Region

Gallons

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 12/27/25	% of Total	% Chg	4 Weeks Ending 12/28/24	% of Total
Total US										
Total Orange Juice	278,831,482		-10.8%	312,426,091		25,021,767		-10.4%	27,923,158	
NFC OJ	184,690,821		-8.0%	200,728,067		17,459,903		-8.2%	19,010,493	
RECON OJ	78,348,365		-15.5%	92,767,147		6,350,184		-13.5%	7,341,374	
Northeast Region										
Total Orange Juice	51,501,791	18.5%	-10.7%	57,644,702	18.5%	4,629,080	18.5%	-10.0%	5,142,232	18.4%
NFC OJ	38,701,697	21.0%	-10.0%	43,005,114	21.4%	3,611,502	20.7%	-10.2%	4,021,347	21.2%
RECON OJ	10,958,343	14.0%	-11.5%	12,381,416	13.3%	887,054	14.0%	-5.3%	937,141	12.8%
South Region										
Total Orange Juice	117,843,366	42.3%	-10.3%	131,396,629	42.1%	10,421,997	41.7%	-9.6%	11,524,822	41.3%
NFC OJ	75,890,227	41.1%	-8.0%	82,447,201	41.1%	7,030,500	40.3%	-8.4%	7,673,037	40.4%
RECON OJ	34,903,549	44.5%	-13.8%	40,491,518	43.6%	2,862,498	45.1%	-10.0%	3,179,778	43.3%
West Region										
Total Orange Juice	51,928,481	18.6%	-12.5%	59,327,030	19.0%	4,576,589	18.3%	-13.5%	5,290,241	18.9%
NFC OJ	34,218,842	18.5%	-7.4%	36,971,896	18.4%	3,200,441	18.3%	-9.2%	3,525,468	18.5%
RECON OJ	14,419,703	18.4%	-21.6%	18,380,969	19.8%	1,126,697	17.7%	-21.8%	1,440,706	19.6%
Midwest Region										
Total Orange Juice	57,682,103	20.7%	-10.2%	64,211,321	20.6%	5,404,114	21.6%	-9.6%	5,974,849	21.4%
NFC OJ	35,958,744	19.5%	-6.4%	38,399,128	19.1%	3,623,808	20.8%	-4.6%	3,798,121	20.0%
RECON OJ	18,086,914	23.1%	-16.0%	21,542,165	23.2%	1,475,825	23.2%	-17.2%	1,782,907	24.3%

Dollars

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 12/27/25	% of Total	% Chg	4 Weeks Ending 12/28/24	% of Total
Total US										
Total Orange Juice	$3,164,565,106		3.8%	$3,049,506,340		$286,635,947		2.2%	$280,409,373	
NFC OJ	$2,266,205,710		6.9%	$2,119,547,987		$213,937,887		6.7%	$200,499,243	
RECON OJ	$745,736,685		-2.1%	$761,965,379		$60,728,207		-7.5%	$65,650,705	
Northeast Region										
Total Orange Juice	$587,980,570	18.6%	4.1%	$564,906,267	18.5%	$54,099,540	18.9%	5.3%	$51,392,224	18.3%
NFC OJ	$457,249,932	20.2%	5.4%	$433,792,316	20.5%	$43,465,967	20.3%	7.4%	$40,465,229	20.2%
RECON OJ	$111,777,299	15.0%	1.9%	$109,659,149	14.4%	$9,267,370	15.3%	1.4%	$9,142,672	13.9%
South Region										
Total Orange Juice	$1,297,721,846	41.0%	3.9%	$1,249,095,317	41.0%	$115,943,017	40.4%	1.6%	$114,078,171	40.7%
NFC OJ	$922,918,702	40.7%	7.3%	$860,404,821	40.6%	$85,591,359	40.0%	5.8%	$80,878,157	40.3%
RECON OJ	$311,796,323	41.8%	-1.8%	$317,571,435	41.7%	$25,538,566	42.1%	-6.8%	$27,407,193	41.7%
West Region										
Total Orange Juice	$630,130,951	19.9%	2.0%	$617,826,452	20.3%	$55,627,710	19.4%	-0.6%	$55,961,769	20.0%
NFC OJ	$450,107,033	19.9%	6.2%	$423,903,331	20.0%	$41,425,627	19.4%	4.1%	$39,794,082	19.8%
RECON OJ	$146,211,909	19.6%	-6.9%	$157,062,846	20.6%	$11,579,628	19.1%	-11.5%	$13,086,425	19.9%
Midwest Region										
Total Orange Juice	$649,337,109	20.5%	5.0%	$618,485,421	20.3%	$60,989,730	21.3%	3.4%	$58,995,827	21.0%
NFC OJ	$436,081,915	19.2%	8.5%	$401,785,957	19.0%	$43,442,591	20.3%	10.4%	$39,360,549	19.6%
RECON OJ	$176,132,768	23.6%	-1.0%	$177,857,697	23.3%	$14,362,003	23.6%	-10.3%	$16,011,671	24.4%

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: 01/06/26

Grapefruit Juice Sales at xAOC - by Region

Gallons

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 12/27/25	% of Total	% Chg	4 Weeks Ending 12/28/24	% of Total
Total US										
Total Grapefruit Juice	9,050,460		-8.3%	9,867,778		703,963		-9.2%	775,178	
NFC GJ	6,074,398		-12.5%	6,943,877		433,697		-19.9%	541,429	
RECON GJ	252,654		52.1%	166,123		57,797		97.1%	29,319	
Northeast Region										
Total Grapefruit Juice	1,723,161	19.0%	-9.2%	1,898,074	19.2%	136,963	19.5%	-8.9%	150,386	19.4%
NFC GJ	1,315,128	21.7%	-12.6%	1,505,144	21.7%	99,710	23.0%	-16.5%	119,485	22.1%
RECON GJ	76,166	30.1%	31.4%	57,947	34.9%	9,826	17.0%	93.8%	5,070	17.3%
South Region										
Total Grapefruit Juice	3,727,561	41.2%	-7.2%	4,017,801	40.7%	291,089	41.3%	-6.1%	309,904	40.0%
NFC GJ	2,380,464	39.2%	-11.4%	2,687,183	38.7%	168,588	38.9%	-17.4%	204,125	37.7%
RECON GJ	111,306	44.1%	46.5%	75,958	45.7%	28,502	49.3%	103.2%	14,025	47.8%
West Region										
Total Grapefruit Juice	2,098,121	23.2%	-8.1%	2,283,630	23.1%	156,912	22.3%	-14.9%	184,447	23.8%
NFC GJ	1,423,059	23.4%	-12.1%	1,618,476	23.3%	96,888	22.3%	-26.5%	131,887	24.4%
RECON GJ	26,758	10.6%	170.3%	9,901	6.0%	8,796	15.2%	123.1%	3,942	13.4%
Midwest Region										
Total Grapefruit Juice	1,495,691	16.5%	-10.0%	1,662,602	16.8%	118,521	16.8%	-8.8%	130,026	16.8%
NFC GJ	950,253	15.6%	-15.7%	1,127,711	16.2%	68,051	15.7%	-20.4%	85,507	15.8%
RECON GJ	38,423	15.2%	72.2%	22,317	13.4%	10,672	18.5%	69.9%	6,281	21.4%

Dollars

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 12/27/25	% of Total	% Chg	4 Weeks Ending 12/28/24	% of Total
Total US										
Total Grapefruit Juice	$109,745,277		1.1%	$108,568,523		$8,791,867		-0.6%	$8,841,240	
NFC GJ	$78,476,294		-1.3%	$79,545,337		$5,557,045		-12.6%	$6,355,723	
RECON GJ	$5,895,849		45.0%	$4,065,815		$1,290,108		96.5%	$656,615	
Northeast Region										
Total Grapefruit Juice	$22,151,705	20.2%	0.2%	$22,103,798	20.4%	$1,771,585	20.2%	-0.2%	$1,774,658	20.1%
NFC GJ	$17,144,715	21.8%	-1.3%	$17,379,170	21.8%	$1,292,198	23.3%	-8.0%	$1,405,312	22.1%
RECON GJ	$1,849,436	31.4%	20.6%	$1,534,065	37.7%	$222,583	17.3%	68.4%	$132,164	20.1%
South Region										
Total Grapefruit Juice	$43,292,711	39.4%	2.7%	$42,138,774	38.8%	$3,516,739	40.0%	2.9%	$3,417,550	38.7%
NFC GJ	$29,722,808	37.9%	0.4%	$29,591,203	37.2%	$2,080,480	37.4%	-10.4%	$2,321,040	36.5%
RECON GJ	$2,636,017	44.7%	42.6%	$1,848,049	45.5%	$635,912	49.3%	101.6%	$315,358	48.0%
West Region										
Total Grapefruit Juice	$26,900,827	24.5%	-0.1%	$26,938,746	24.8%	$2,063,041	23.5%	-7.1%	$2,221,240	25.1%
NFC GJ	$19,708,510	25.1%	-2.1%	$20,131,451	25.3%	$1,346,677	24.2%	-19.0%	$1,662,276	26.2%
RECON GJ	$603,645	10.2%	90.8%	$316,415	7.8%	$193,558	15.0%	126.5%	$85,457	13.0%
Midwest Region										
Total Grapefruit Juice	$17,231,713	15.7%	-0.1%	$17,244,654	15.9%	$1,424,528	16.2%	0.6%	$1,415,350	16.0%
NFC GJ	$11,741,648	15.0%	-4.6%	$12,309,045	15.5%	$822,218	14.8%	-13.9%	$955,189	15.0%
RECON GJ	$806,645	13.7%	119.6%	$367,286	9.0%	$238,044	18.5%	92.5%	$123,636	18.8%

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: 01/06/26