

Household Purchase Dynamics in the Beverage Category

Nielsen Homescan Household Purchase Analysis

Florida Department of Citrus

March 2020

Table of Contents

OBJECTIVES & PARAMETERS 3

SALES & PURCHASE TRENDS

Volumes & Shares in Beverage Categories 9

Purchase Patterns & Trends

 Beverage Category 20

 Orange Juice 66

 Grapefruit Juice 84

OJ Purchasing by Channel of Trade 92

Heavy and Med/Light OJ Buyers 98

Objectives

- **Identify Beverage Purchase Trends**
 - Provide an overview of beverage category purchase patterns and trends
 - Identify changing dynamics among orange juice (OJ), grapefruit juice (GJ) and competitive fruit juices
 - Detail OJ and GJ household purchasing trends

Parameters

- **The Homescan Consumer Purchase Panel:**
 - 51,000 households recording purchases brought home
 - Demographically & geographically balanced to represent U.S. population
- **The Data:**
 - All UPC coded purchases from all outlets
 - Consumer perceived details (i.e. coupons & store sales)
- **Time Periods:**
 - Year ending 12/28/2019 vs. Year-Ago
- **Volume:**
 - Equivalent gallons

Parameters

- **Geography:**
 - Total U.S., All Outlets
- **Category Definition:**
 - TLL Beverages consists of the following segments:
 - Carbonated Soft Drinks (CSD)
 - Ref, White & Flavored Milk
 - Liquid Tea
 - Bottled Water
 - Isotonics
 - Dry Coffee
 - Shakes & other meal replacement drinks
 - Kombucha (disaggregated from TTL Beverage to monitor consumer trends)
 - Non-Carb Soft Drinks (non CSD)
 - Liquid Coffee
 - Light Beer*
 - Fruit Juices & Drinks
 - Vegetable Juice/Drinks
 - Dry Tea

*Still included in category total (for consistency), not reported separately

Parameters

- **Definition of Measures:**

- **Household Penetration**

- Percentage of U.S. Households (HHs) buying product at Retail*

- **Buying Rate**

- Average number of gallons purchased annually at retail by Buying HHs*

- **Purchase Frequency**

- Average number of times per year product was purchased at retail by Buying HHs*

- **Purchase Size**

- Average amount (gallons) purchased every time product is purchased at retail*

- **% Purchased on Perceived Deal**

- Percent of product bought at retail when Buyer thought it was on deal
(coupon, shelf discount, etc.)*

Parameters

- **Acronyms and Abbreviations**

- AO = All Others
- Btl = Bottled
- CSD = Carbonated Soft Drink
- DK = Drink
- Frt = Fruit
- GJ = Grapefruit Juice
- HHs = Households
- JC = Juice
- Lt OJ = Orange Juice Drink containing 40-99.9% OJ
- NFC = Not From Concentrate
- Non CSD = Non-Carbonated Soft Drink (e.g. Kool Aid)
- OJ = Orange Juice
- Recon = Reconstituted
- TL = Total
- WHC = Warehouse Club (e.g. Sam's, Costco)

Parameters

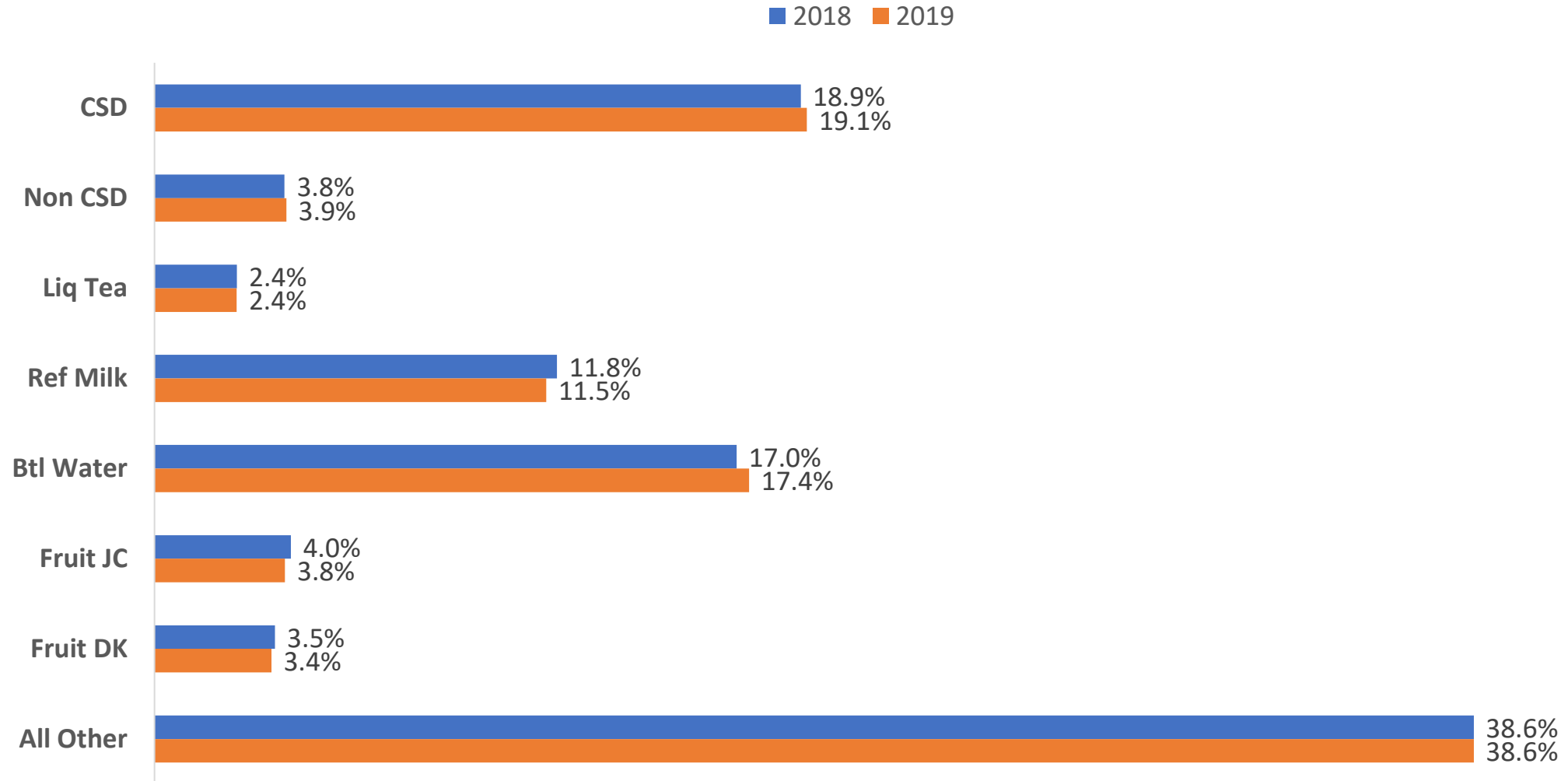
- **Reported Here:**
 - Market Summary Findings for 2019
 - *Products*
 - *Channels (types of retail stores)*
 - *Measures*
 - *Buyer groups*
 - Two-Year Trends



Volume & Share Trends in Beverage Categories

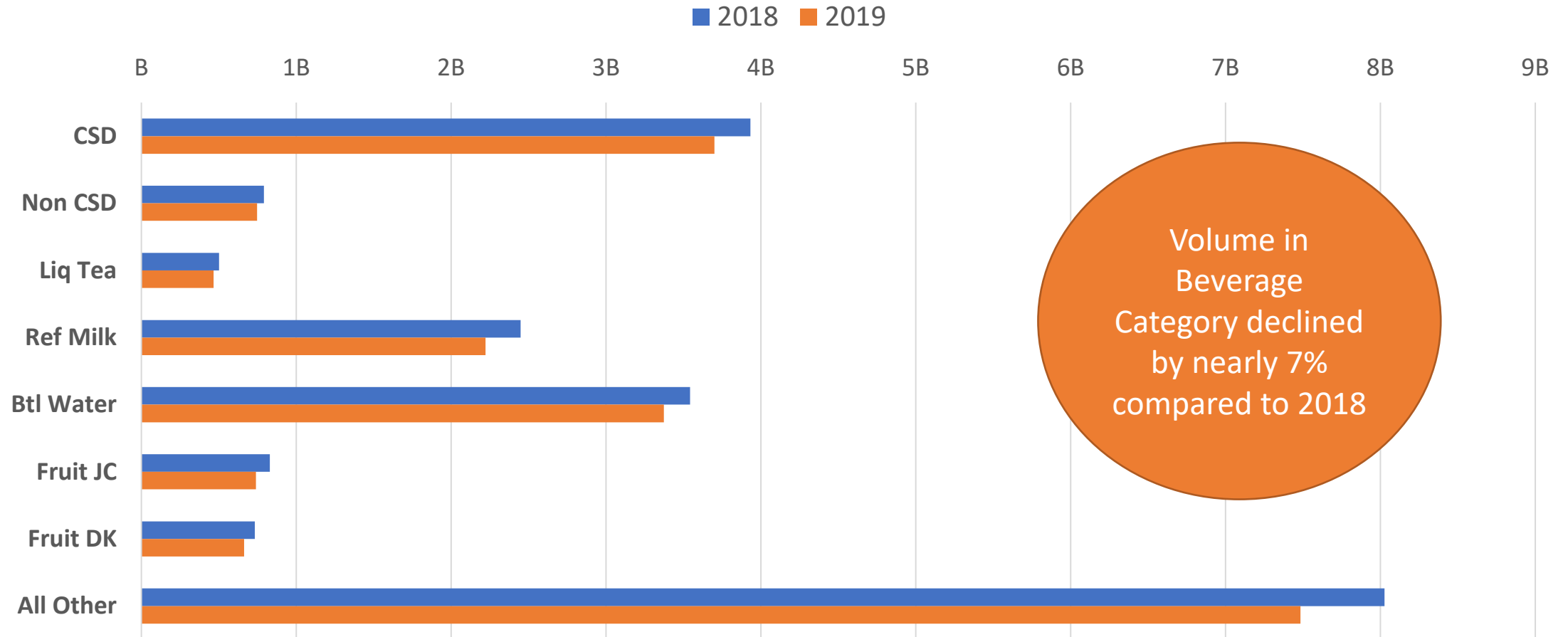


Beverage Category Gallon Shares

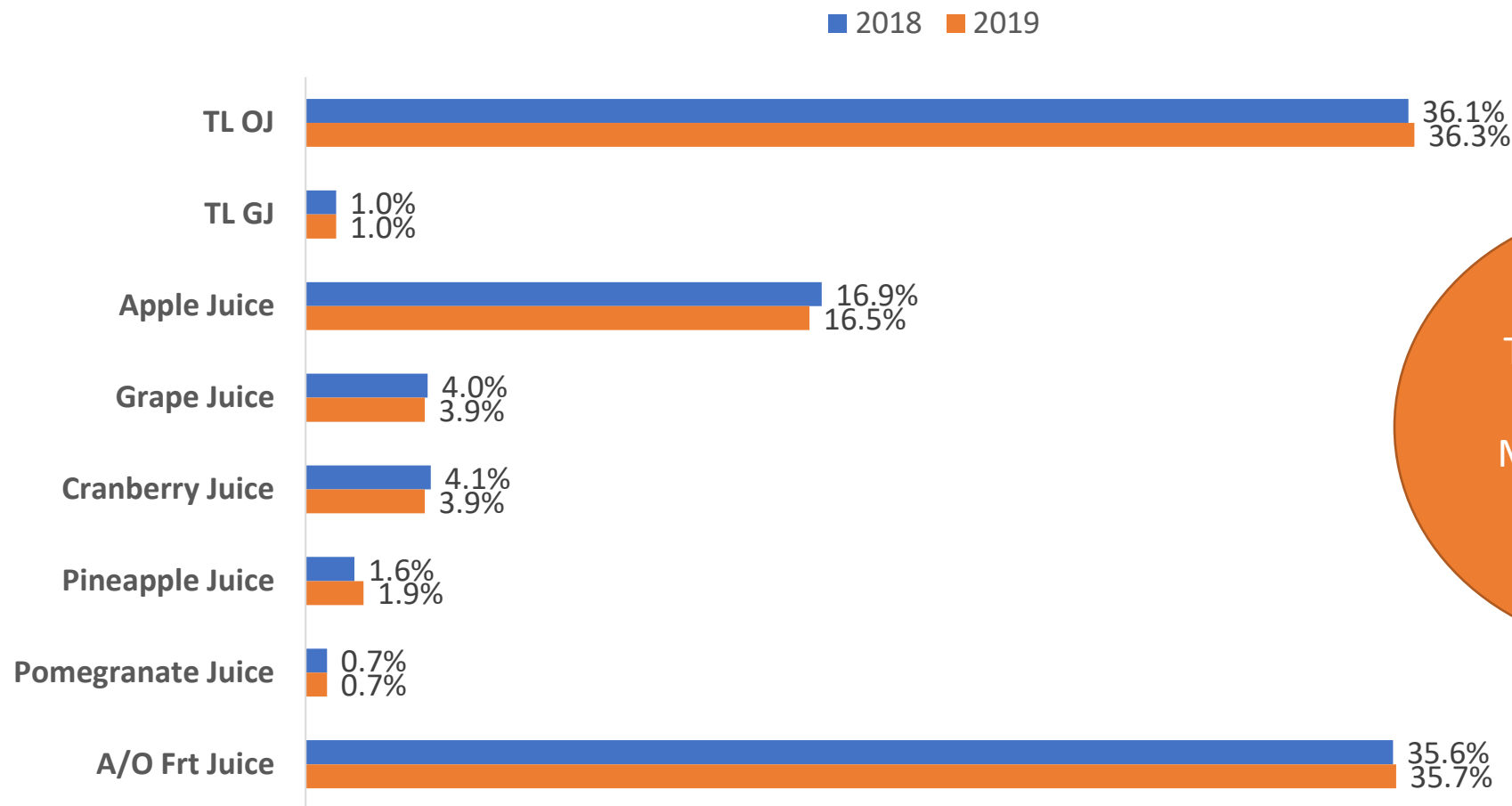


Source: Nielsen Homescan™ data for Y/E Dec 2019

Beverage Categories (in billions of gallons)

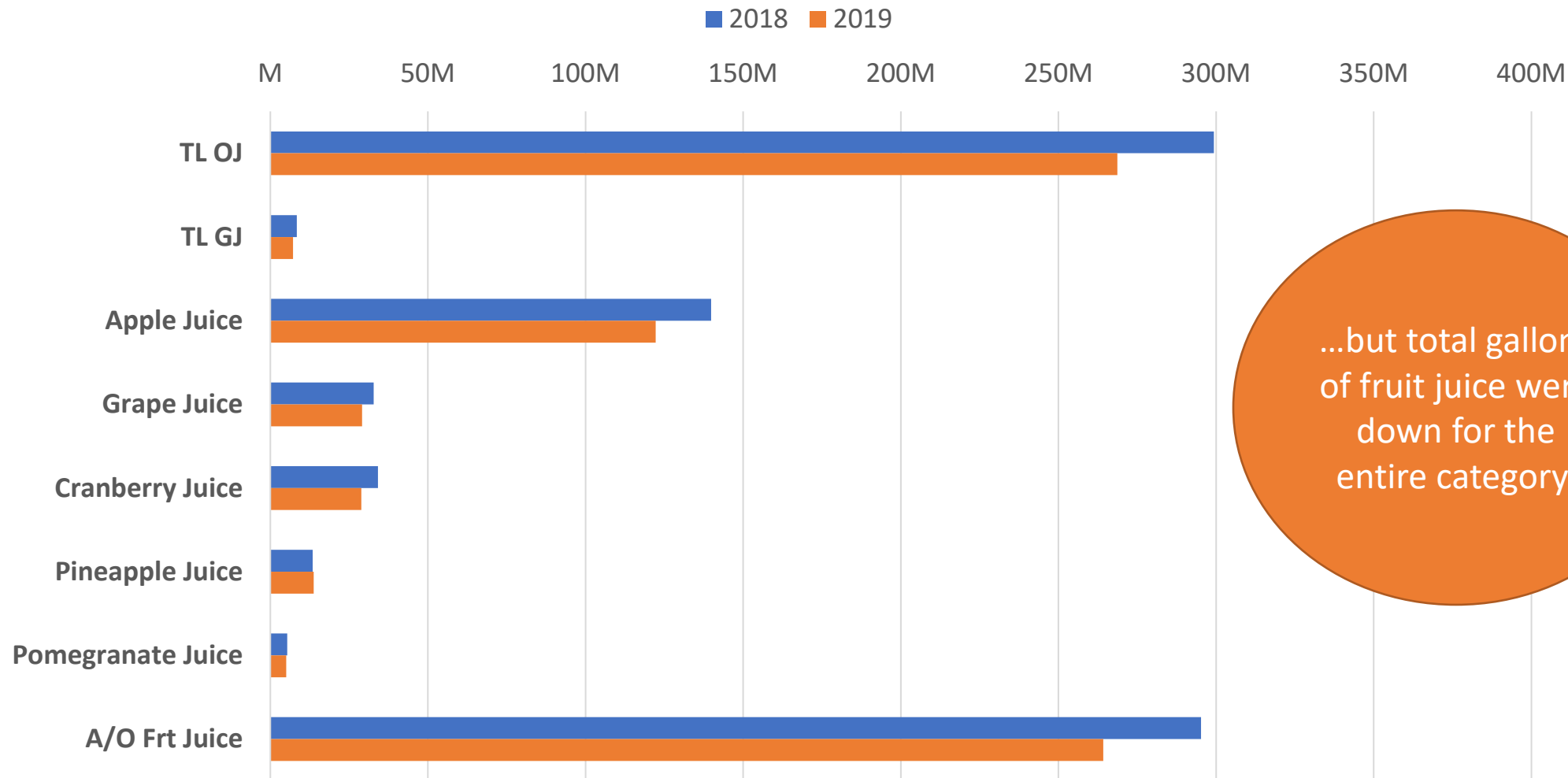


Fruit Juice – ACN (gallon shares)



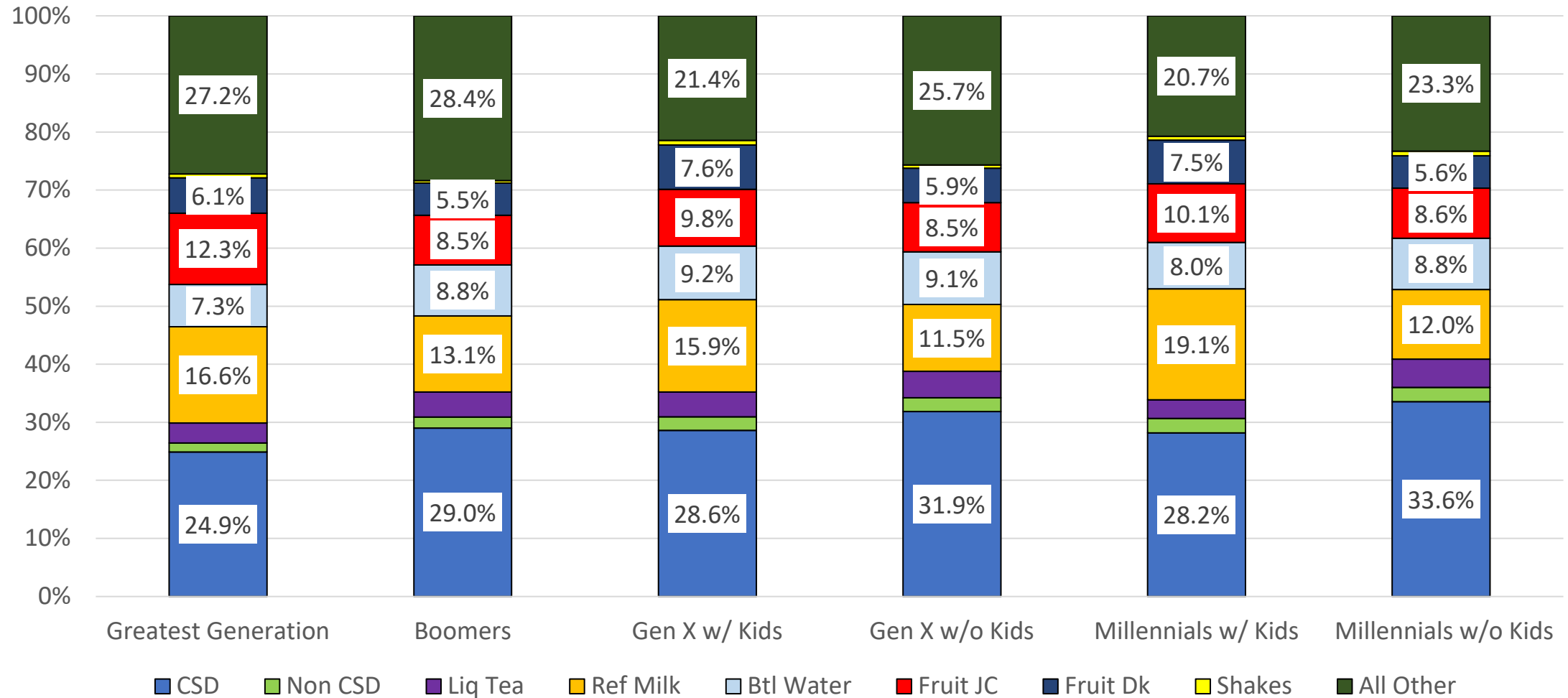
Total OJ share of
the Fruit Juice
Market edged up
slightly . . .

Fruit Juice (in millions of gallons)



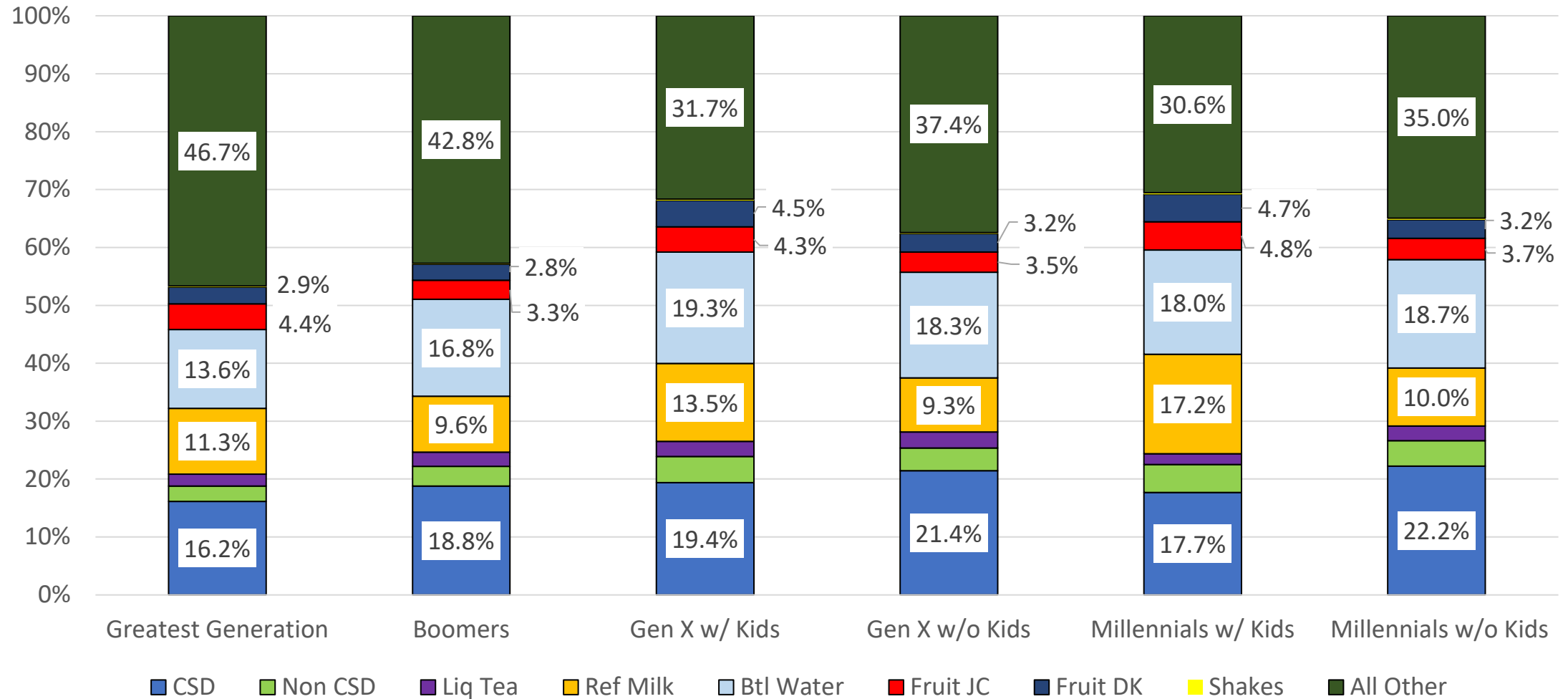
Source: Nielsen Homescan™ data for Y/E Dec 2019

Beverage Category Dollar Shares (2019)



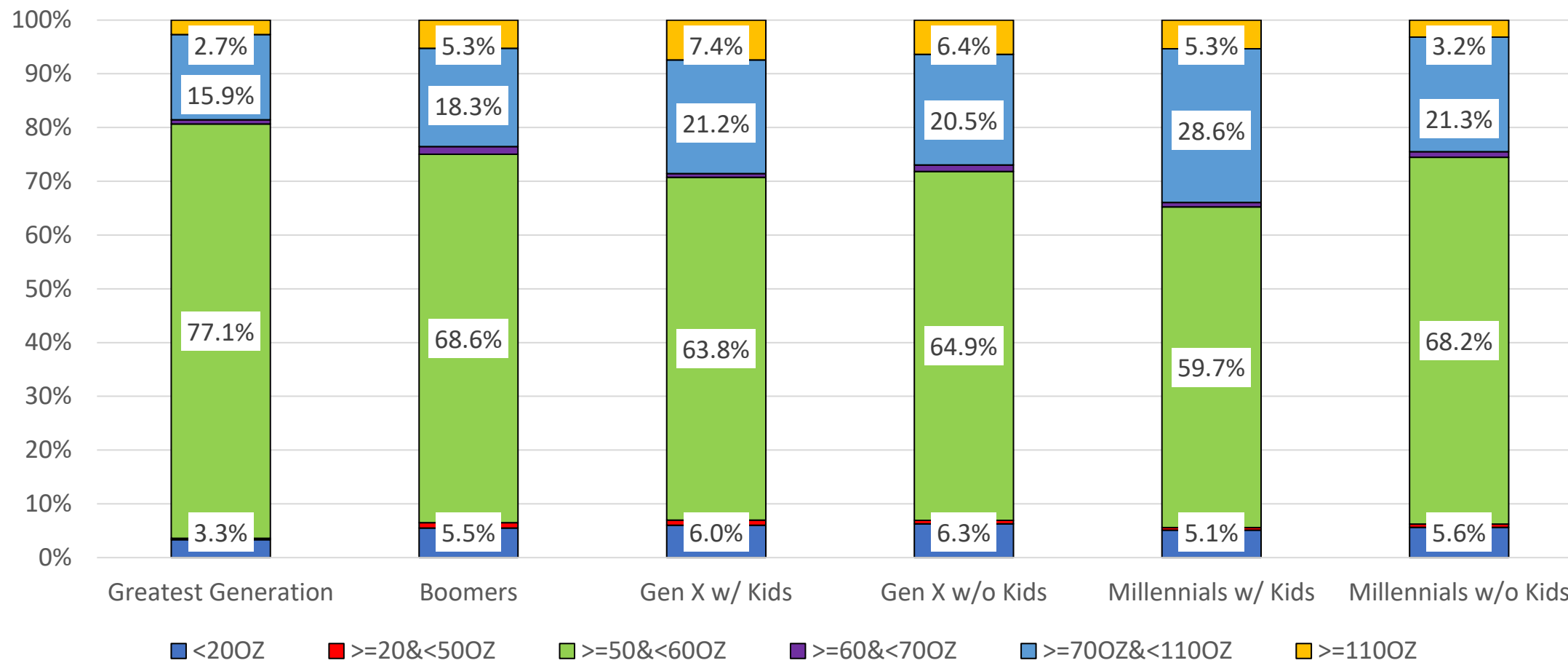
Source: Nielsen Homescan™ data for Y/E Dec 2019

Beverage Category Volume Shares in (2019)



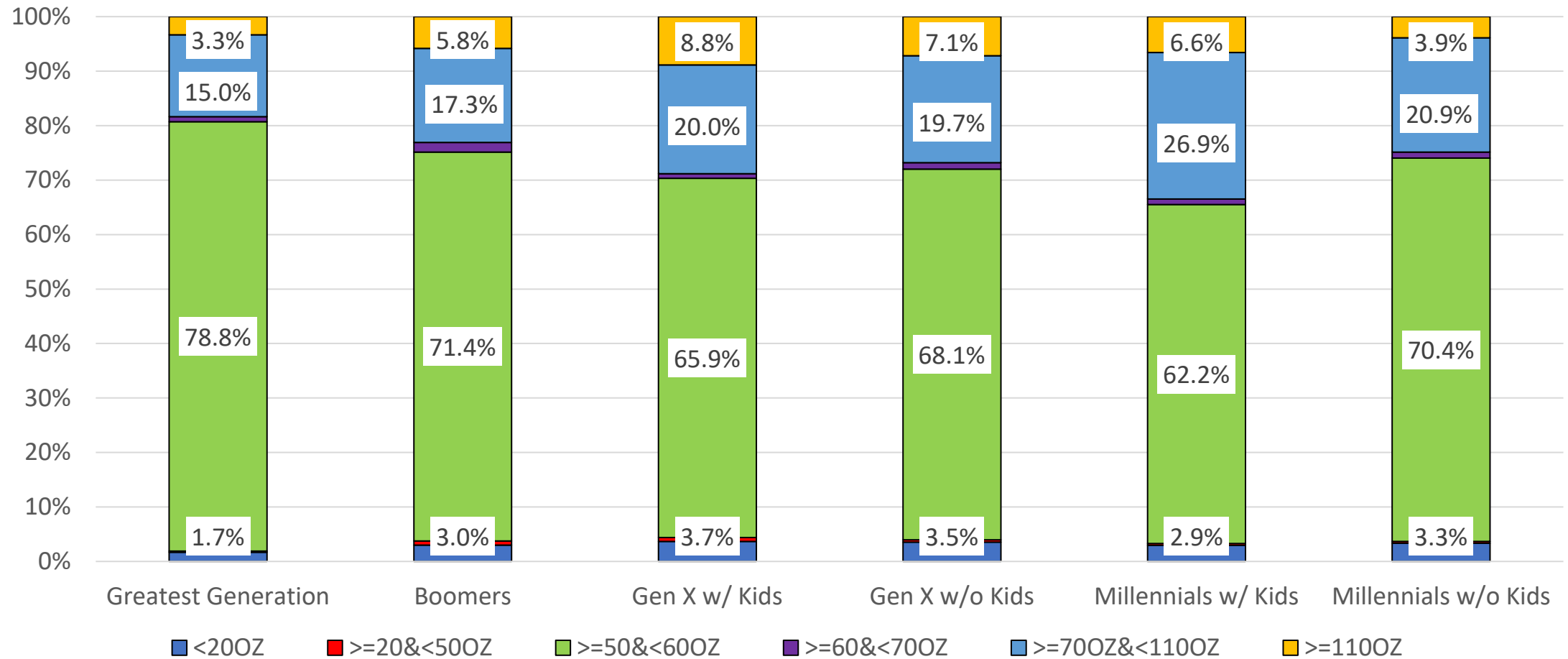
Source: Nielsen Homescan™ data for Y/E Dec 2019

OJ NFC Dollar Shares (2019)



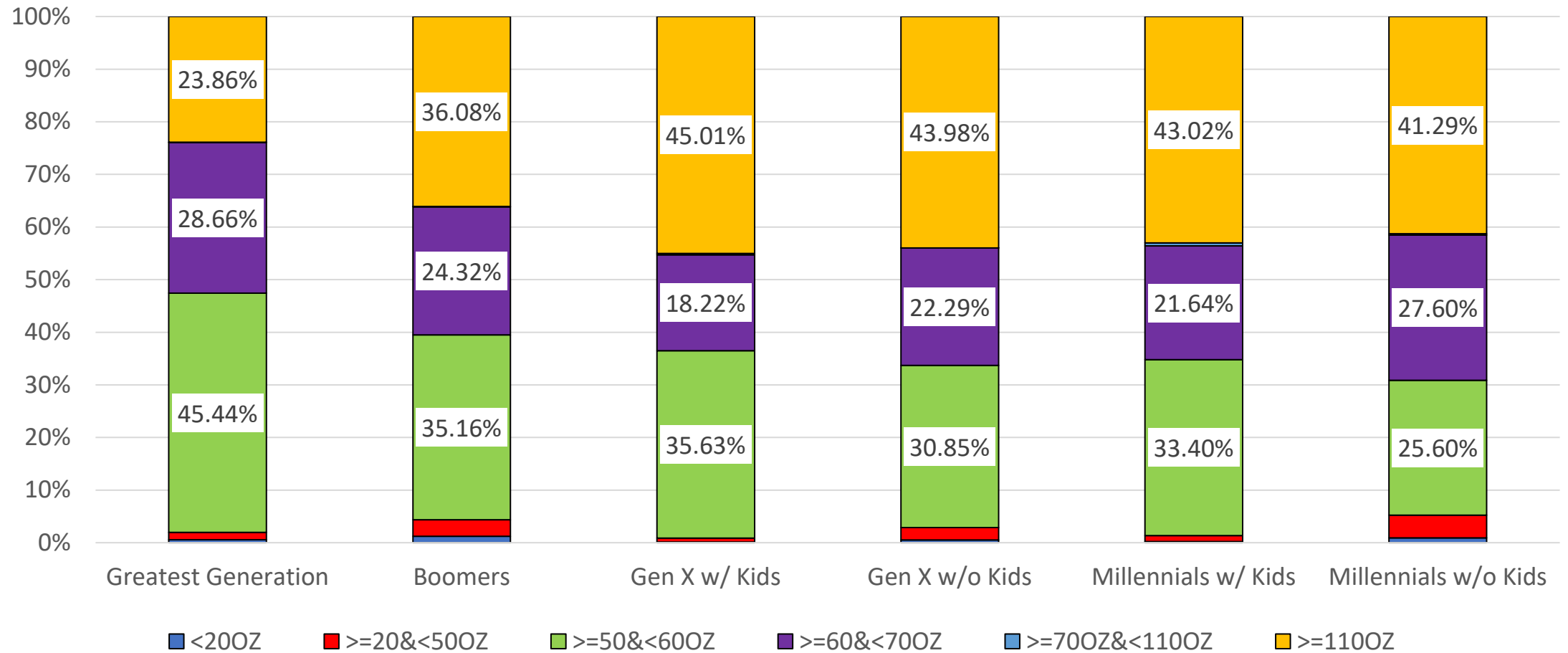
Source: Nielsen Homescan™ data for Y/E Dec 2019

OJ NFC Volume Shares (2019)

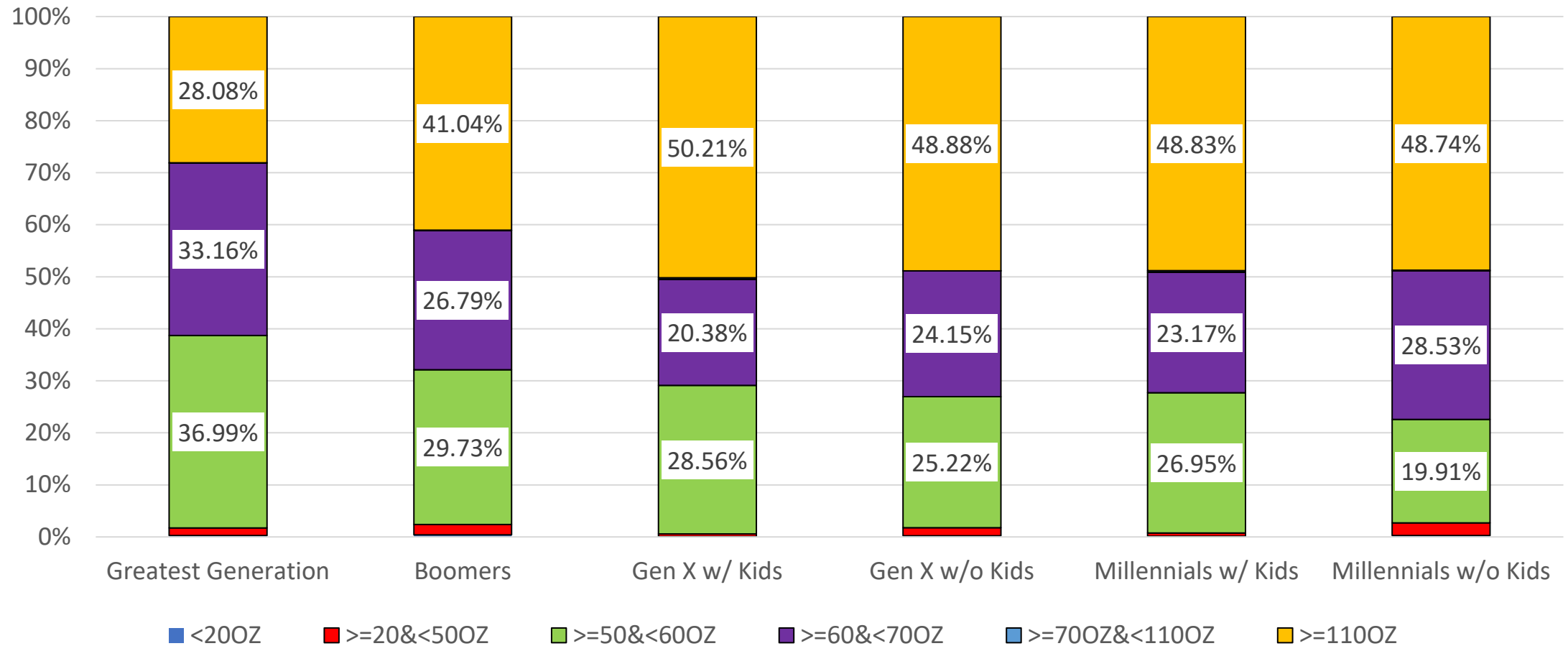


Source: Nielsen Homescan™ data for Y/E Dec 2019

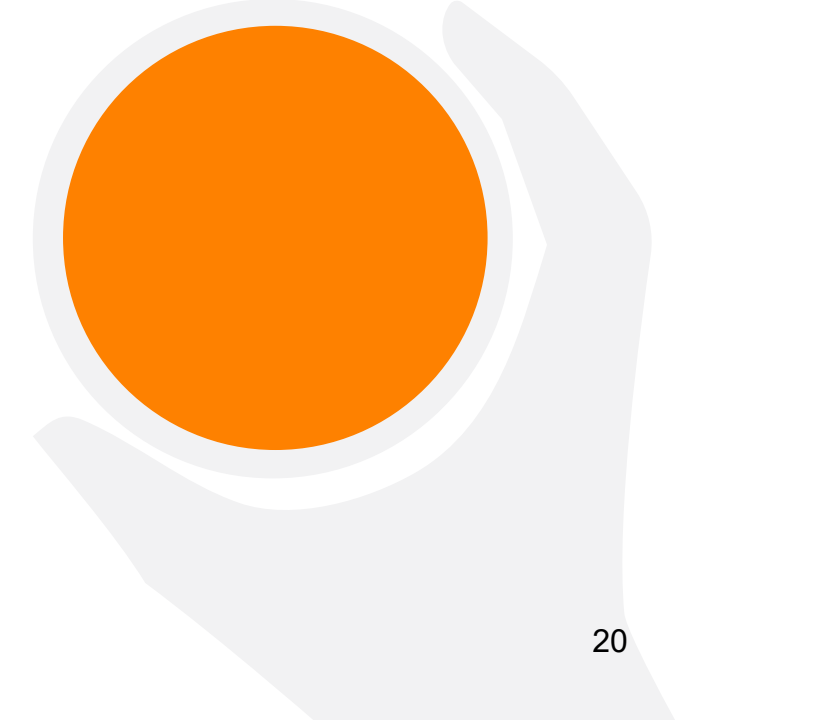
OJ Recon Dollar Shares (2019)



OJ Recon Volume Shares (2019)

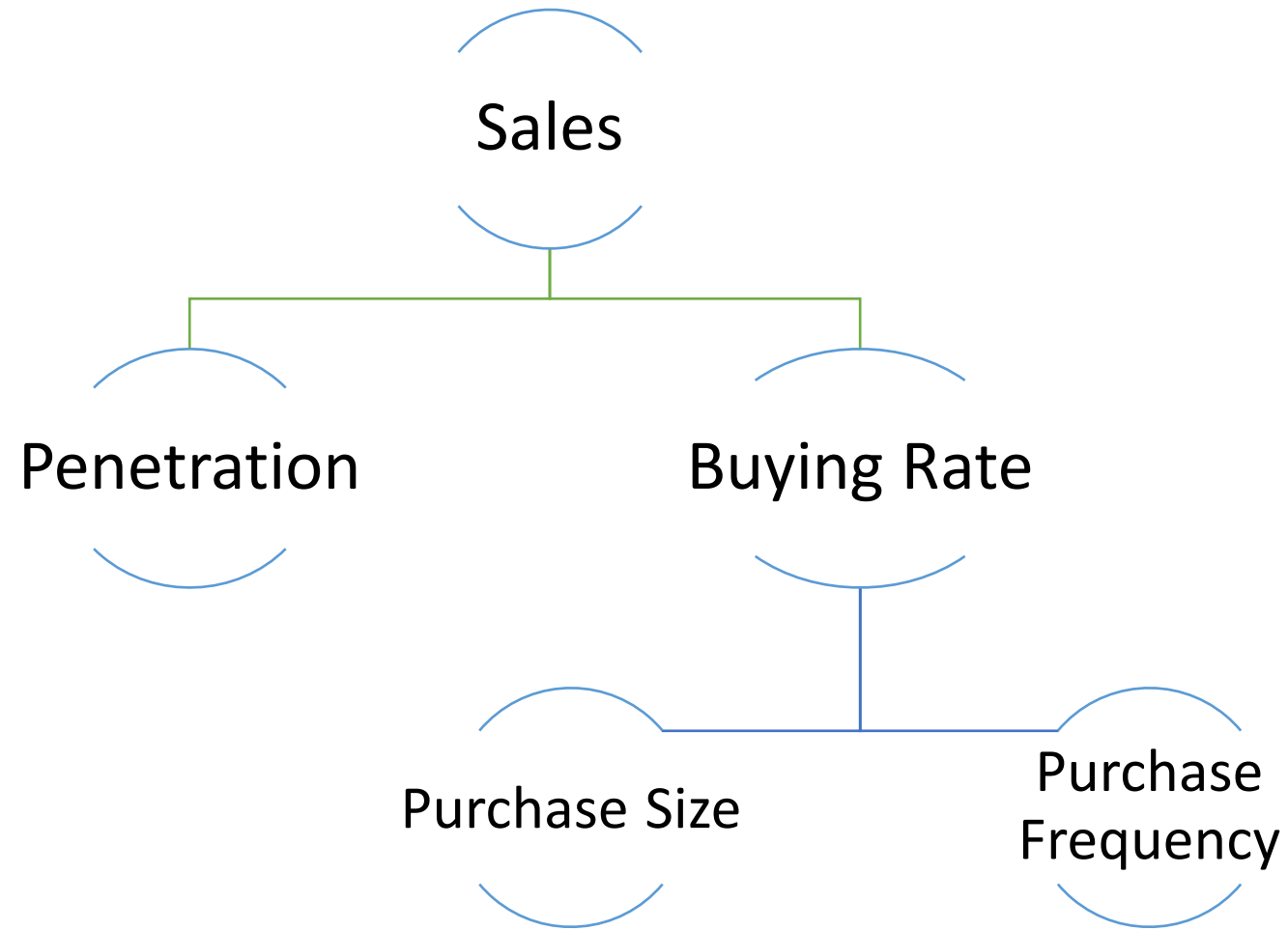


Source: Nielsen Homescan™ data for Y/E Dec 2019



Beverage Category Purchasing Overview

Nielsen Components of Product Sales

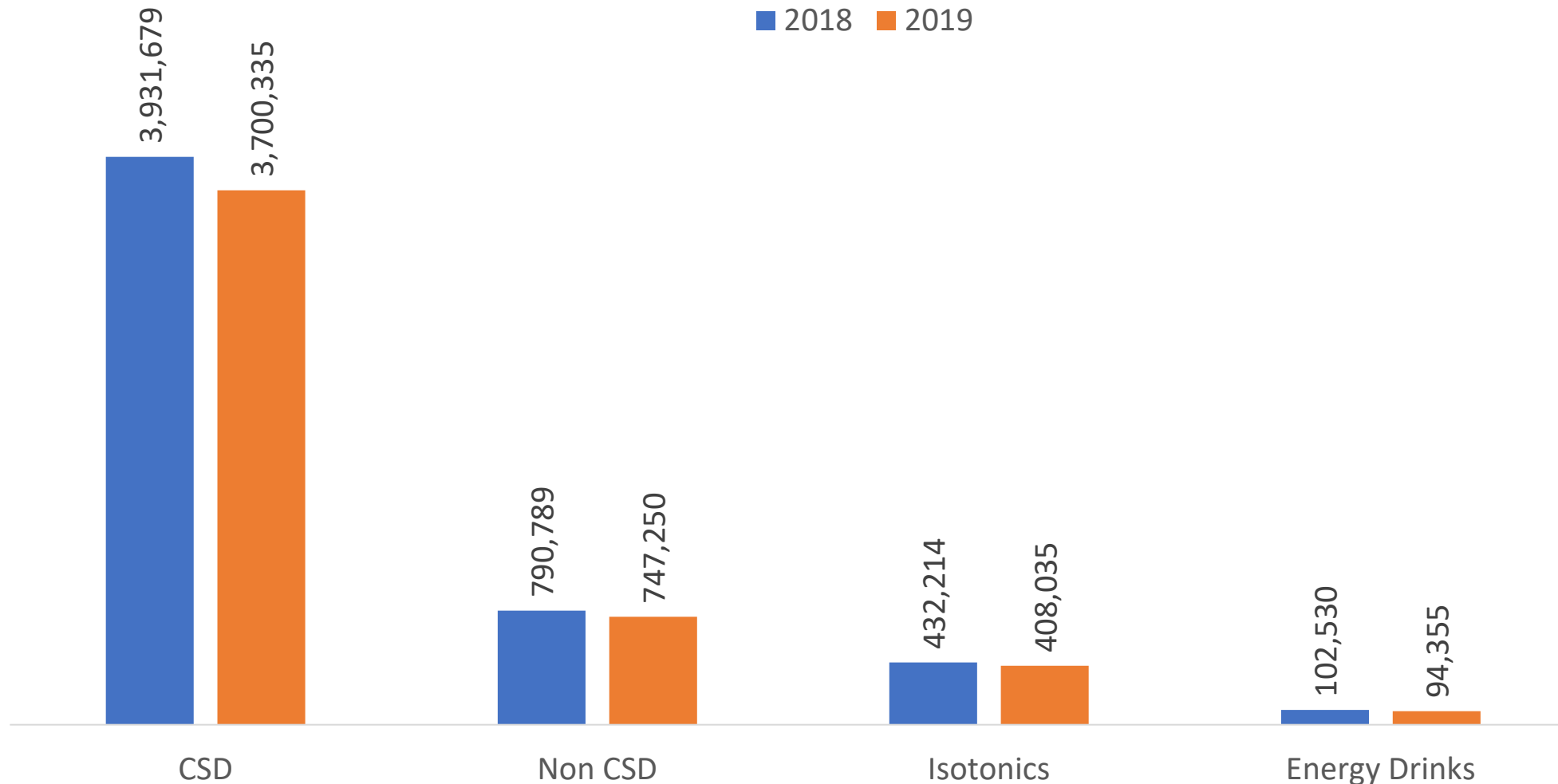


Beverage Categories

1. Soft Drinks
2. Water
3. Milk
4. Tea/Coffee
5. Fruit Drinks
6. 100% Juices

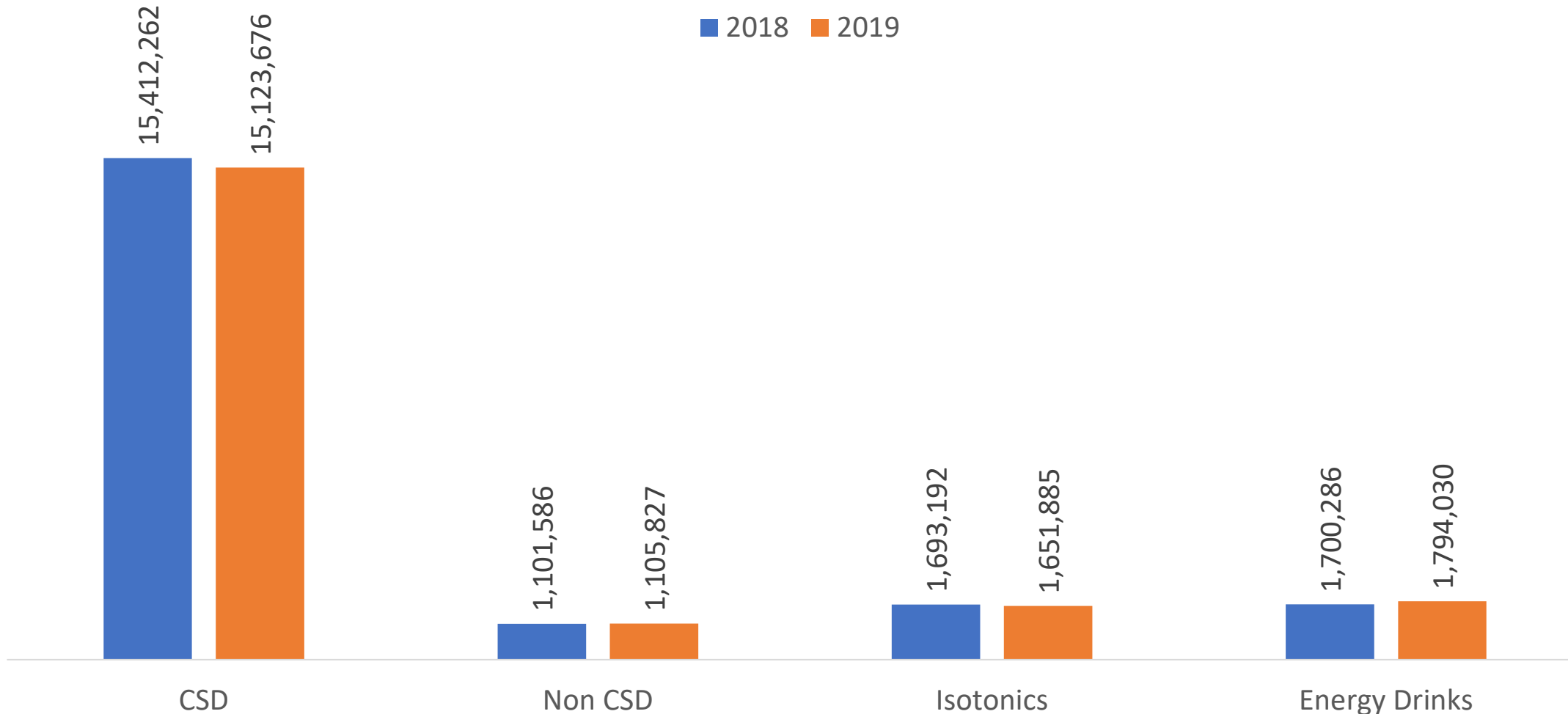


Soft Drink –Volume Sales (000)



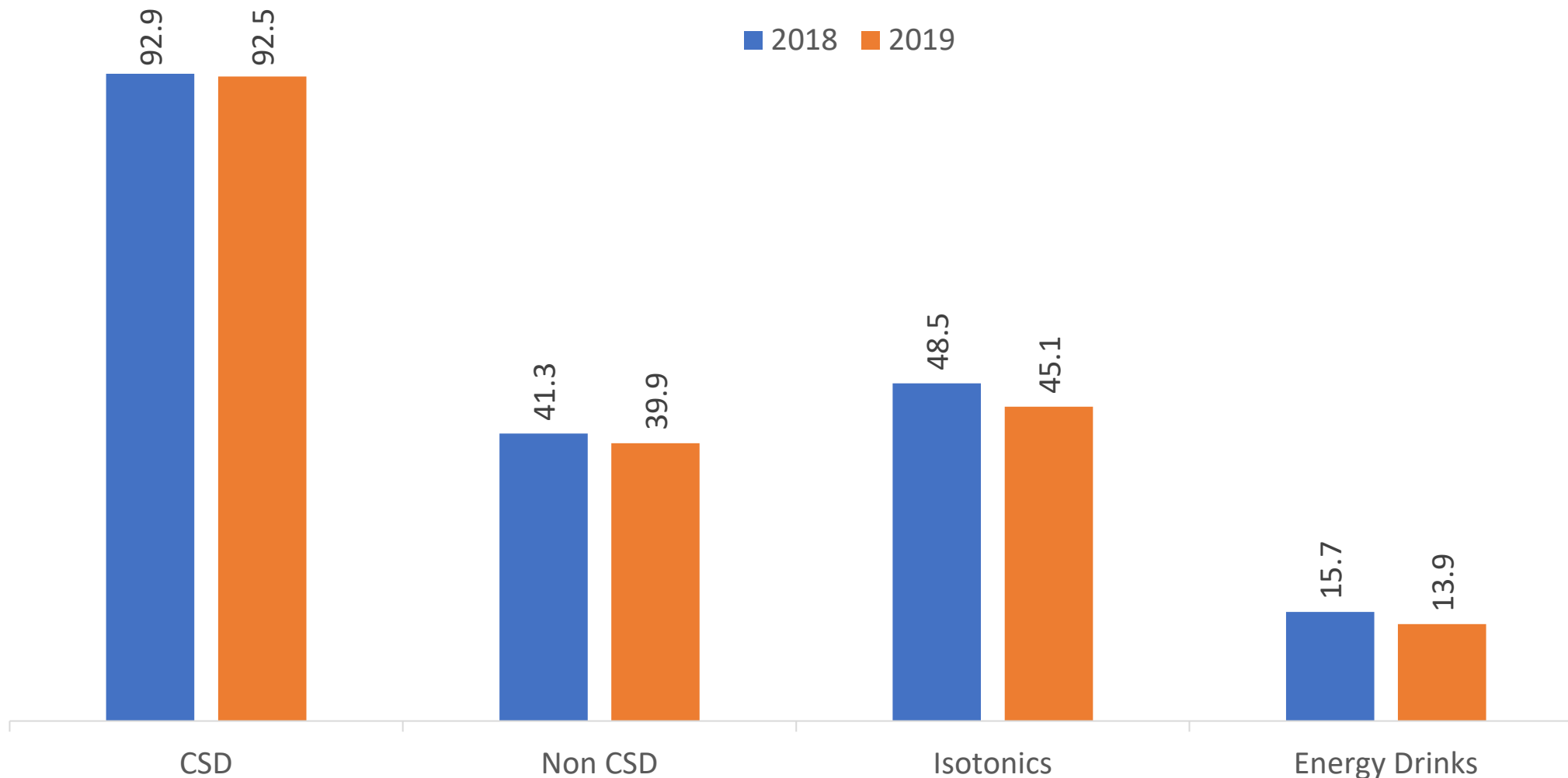
Source: Nielsen Homescan™ data for Y/E Dec 2019

Soft Drink –Dollar Sales (000)



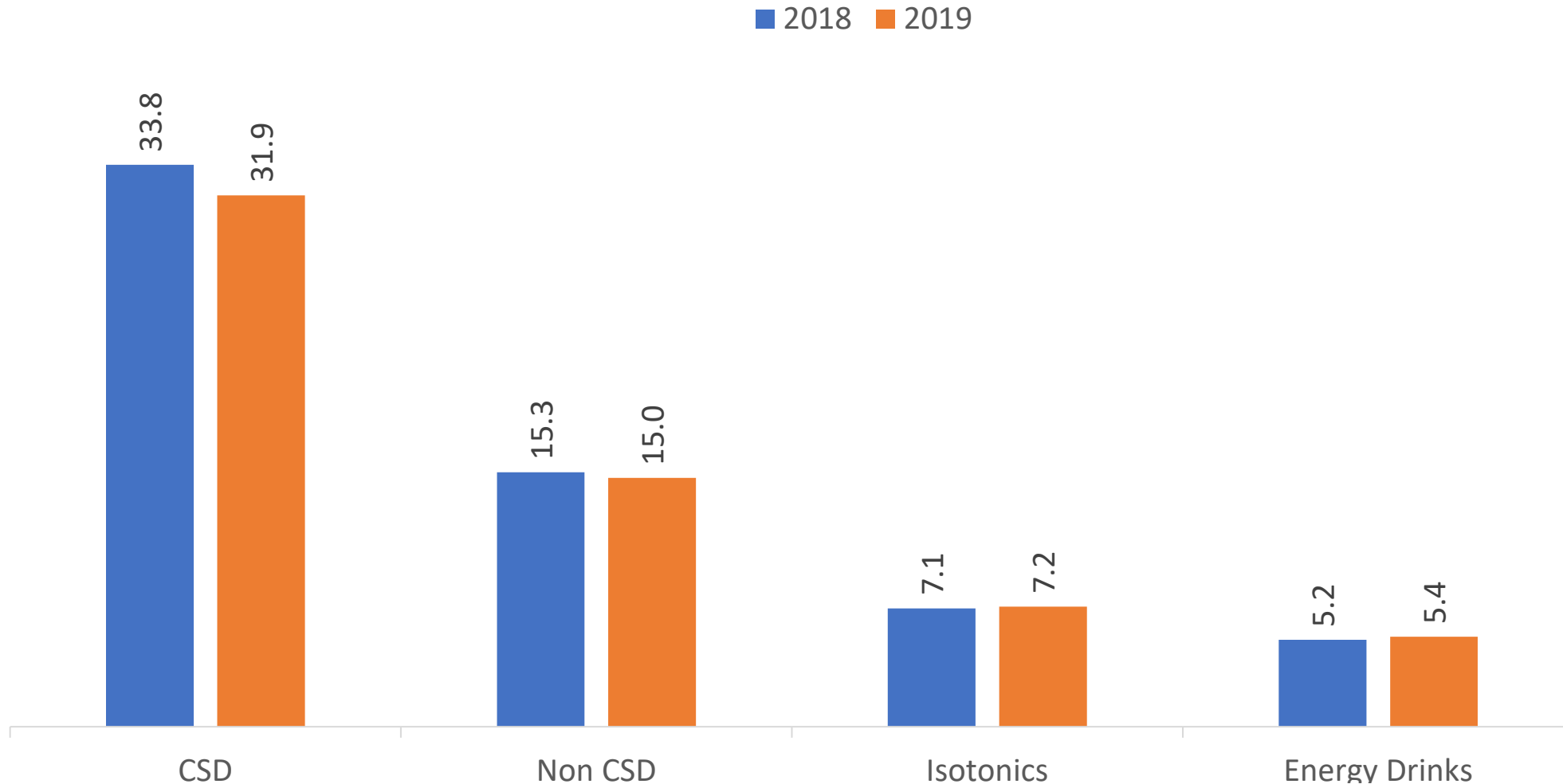
Source: Nielsen Homescan™ data for Y/E Dec 2019

Soft Drink – Penetration



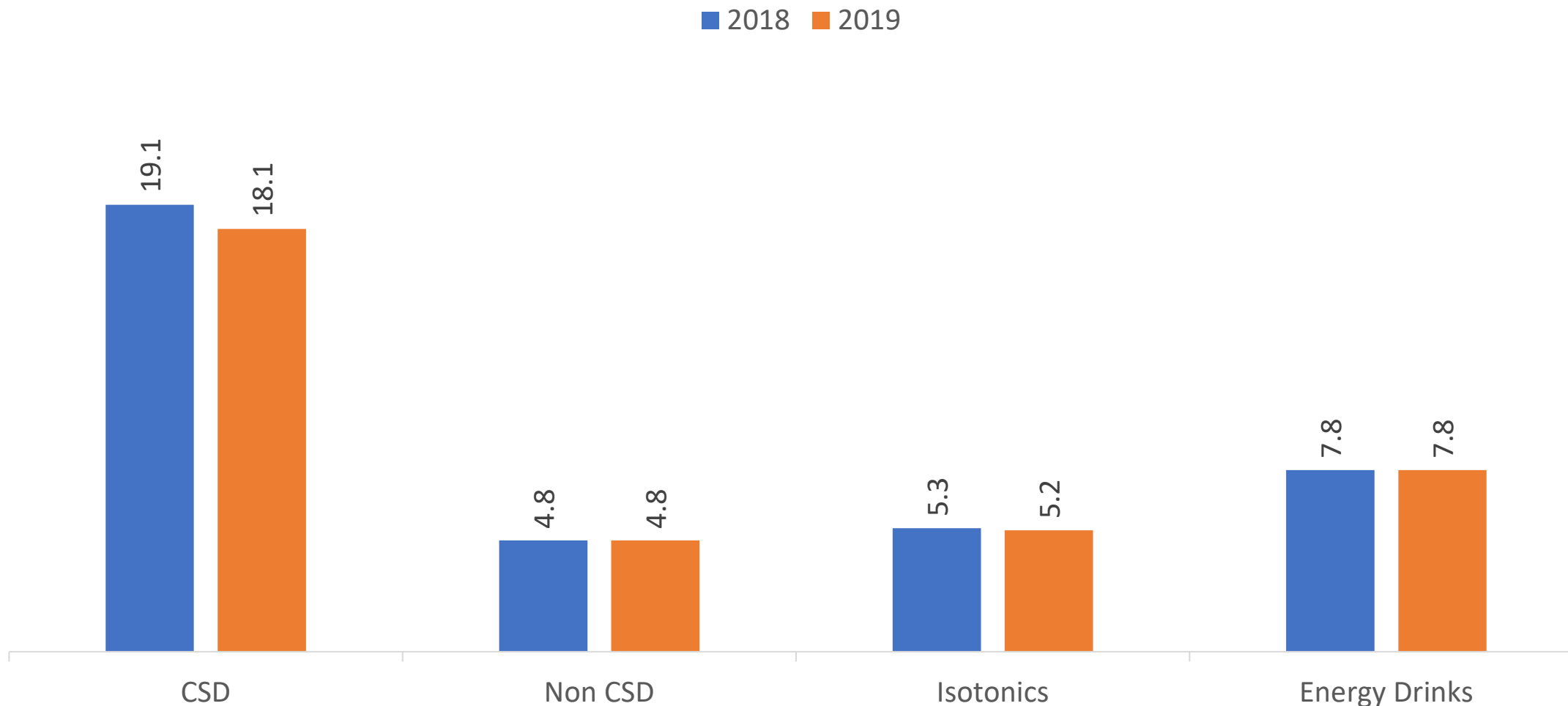
Source: Nielsen Homescan™ data for Y/E Dec 2019

Soft Drink –Buying Rate



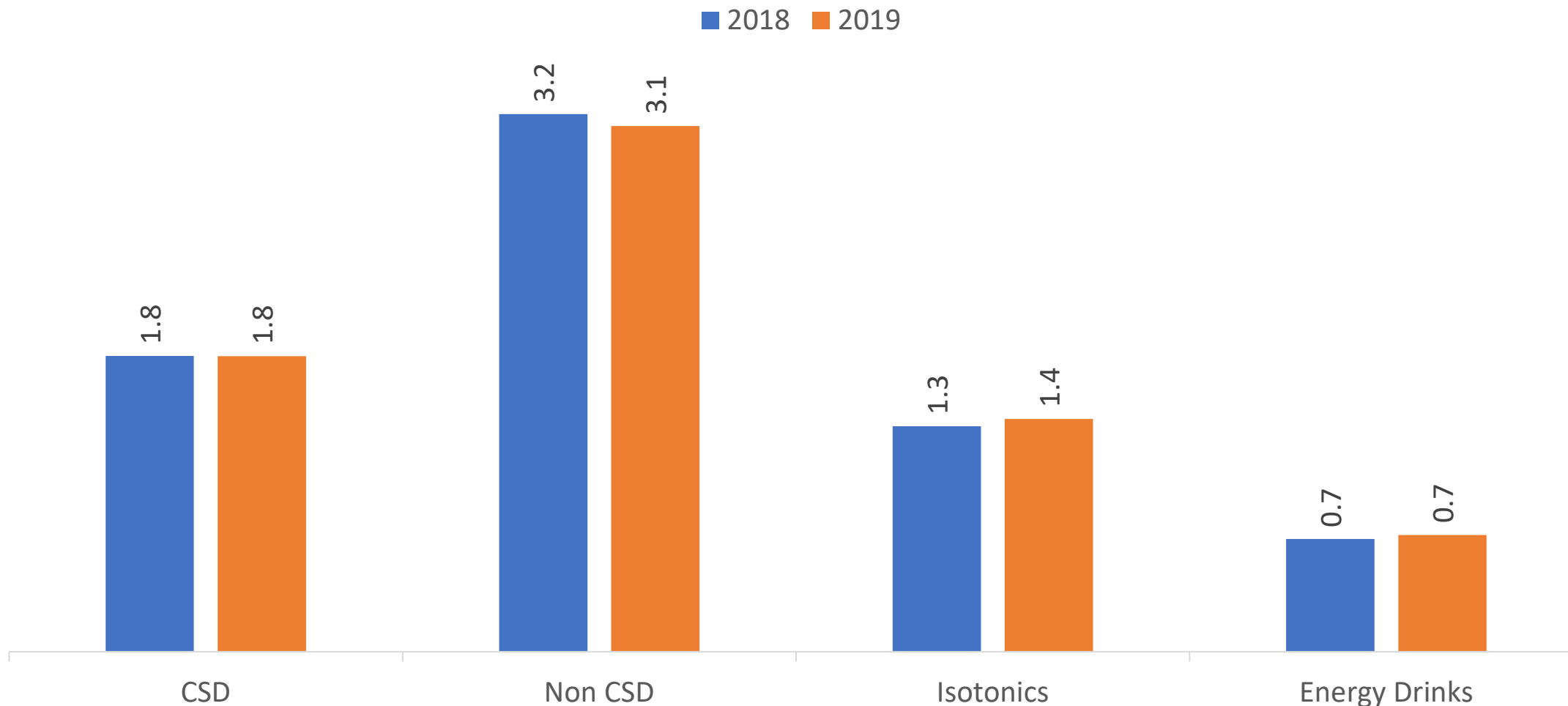
Source: Nielsen Homescan™ data for Y/E Dec 2019

Soft Drink –Purchase Frequency



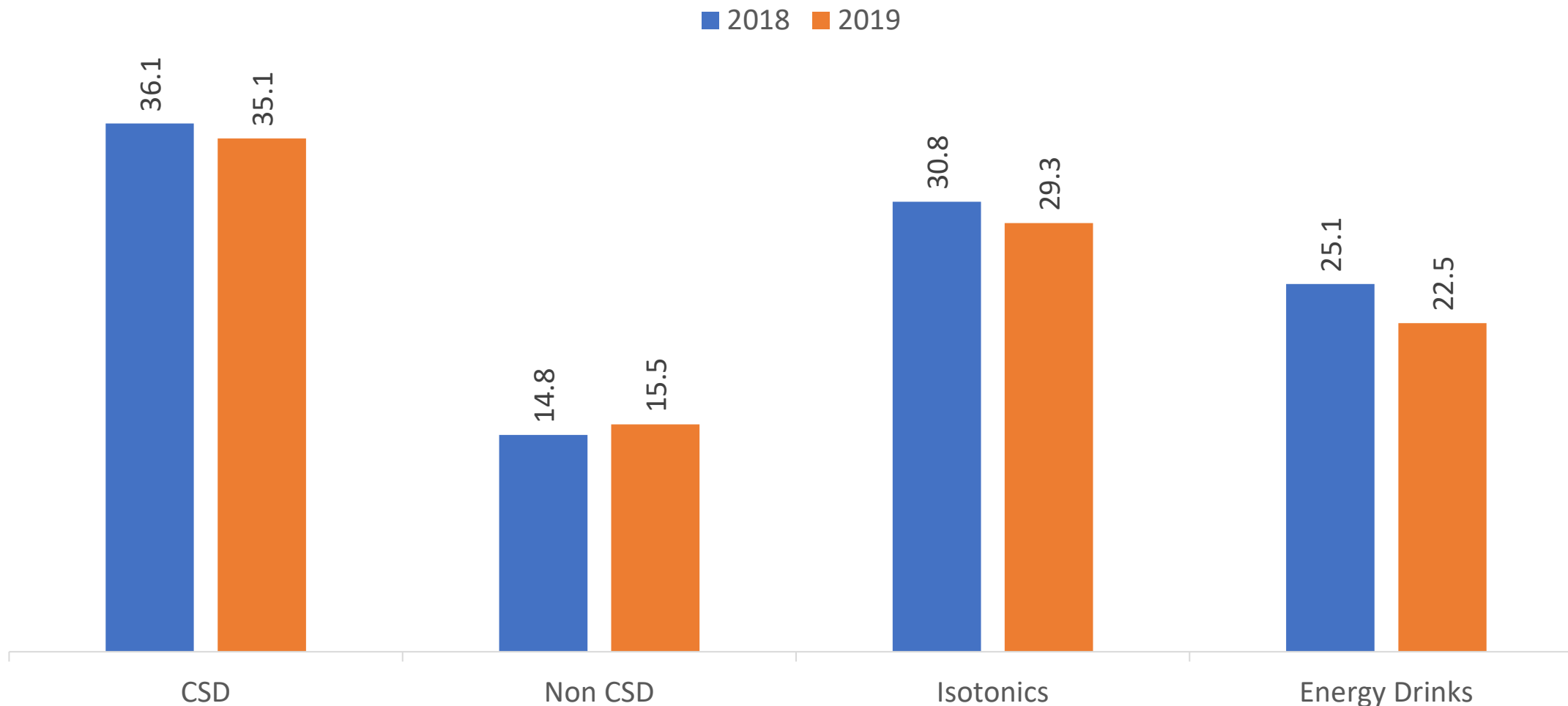
Source: Nielsen Homescan™ data for Y/E Dec 2019

Soft Drink –Purchase Size



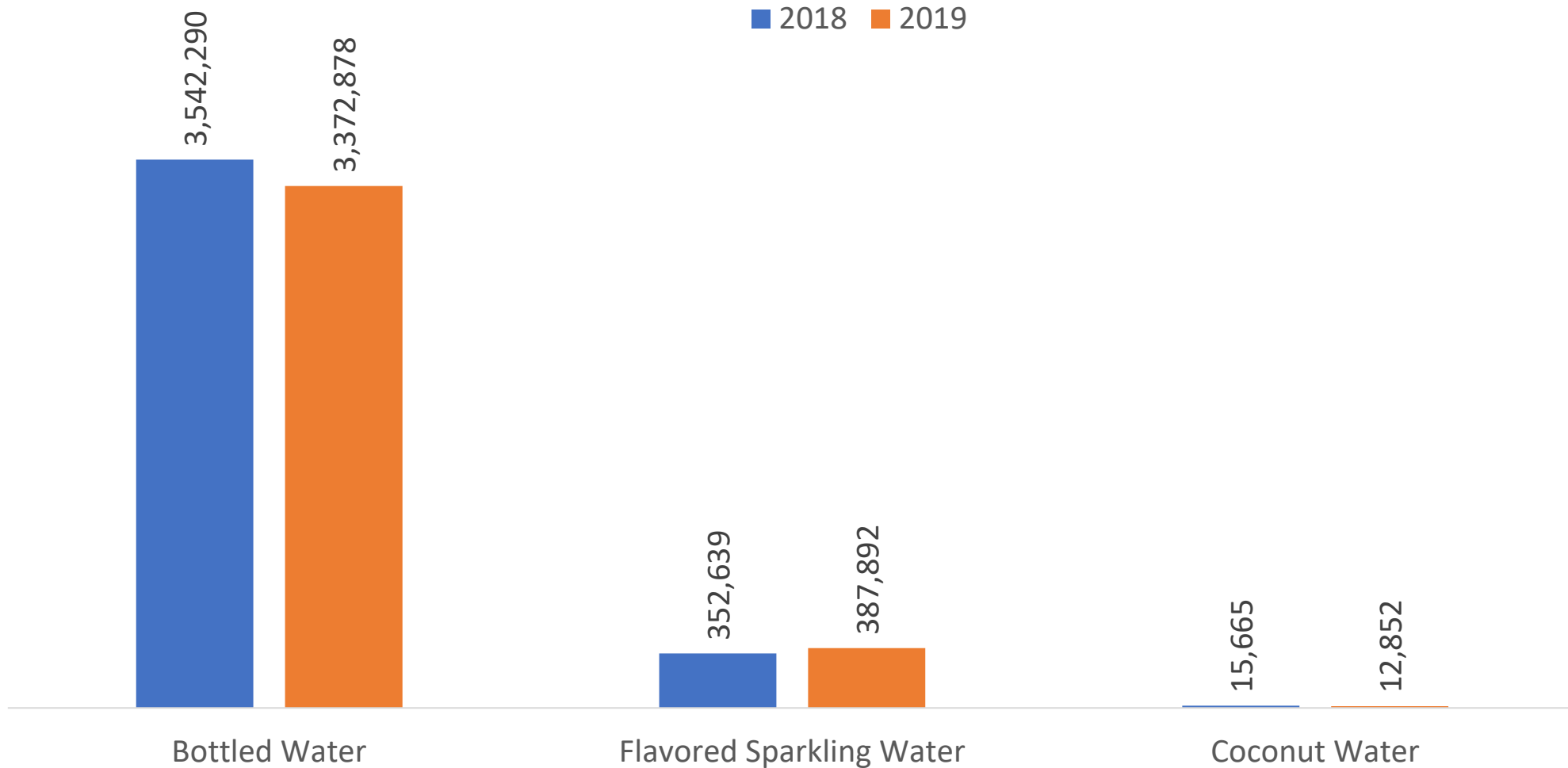
Source: Nielsen Homescan™ data for Y/E Dec 2019

Soft Drink –% Purchased on Any Perceived Deal



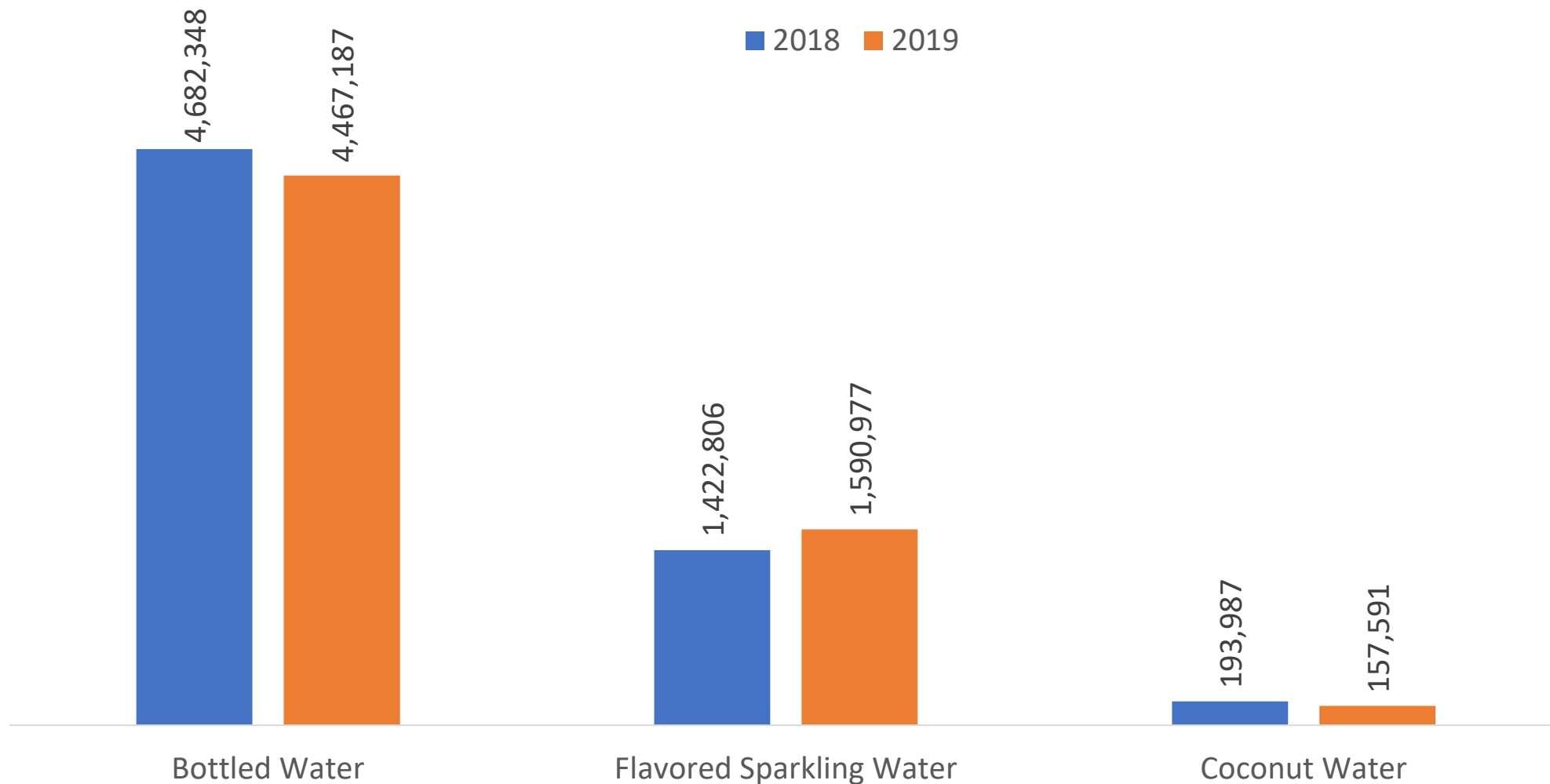
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water – Volume Sales (000)



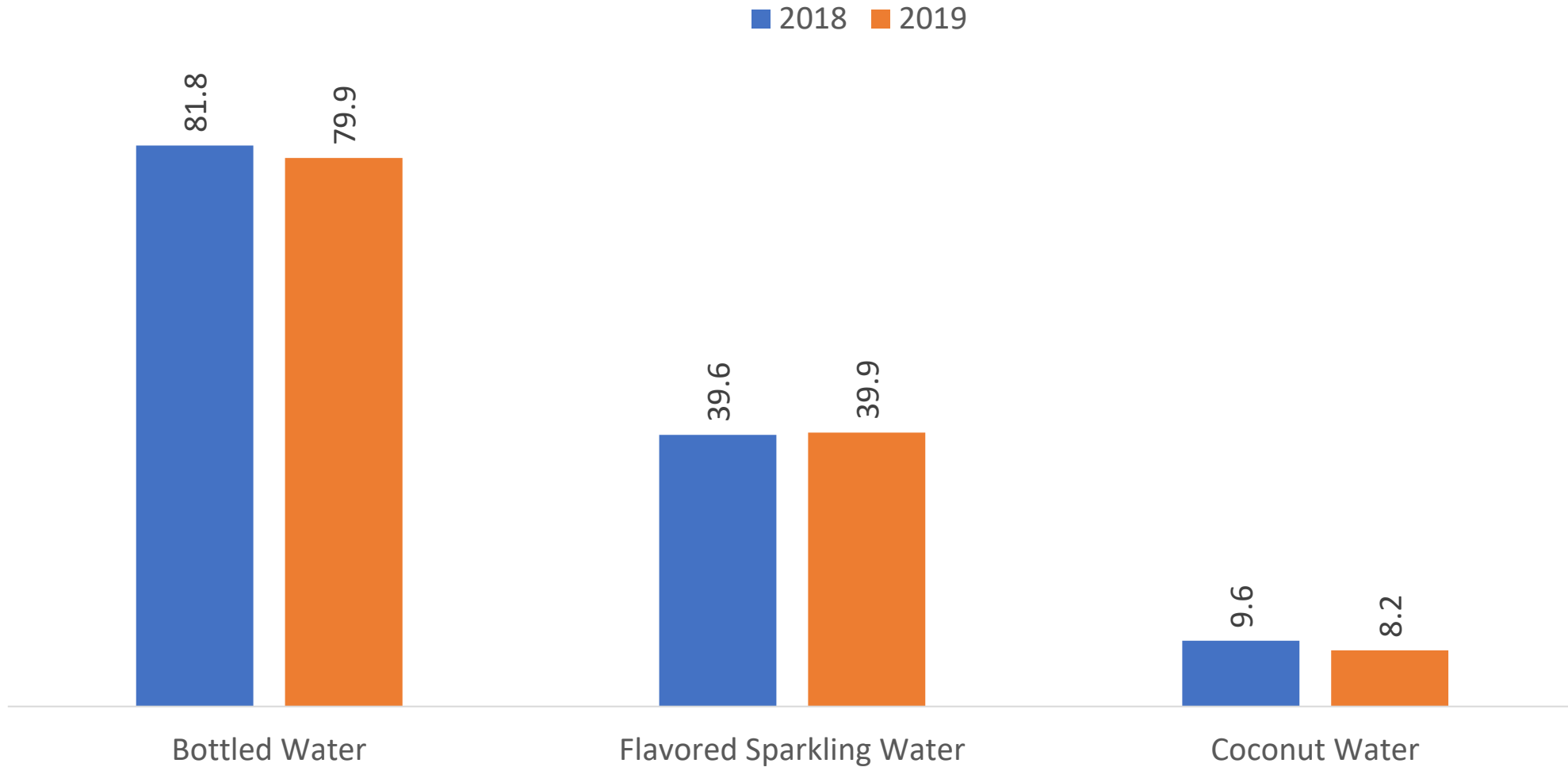
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water –Dollar Sales (000)



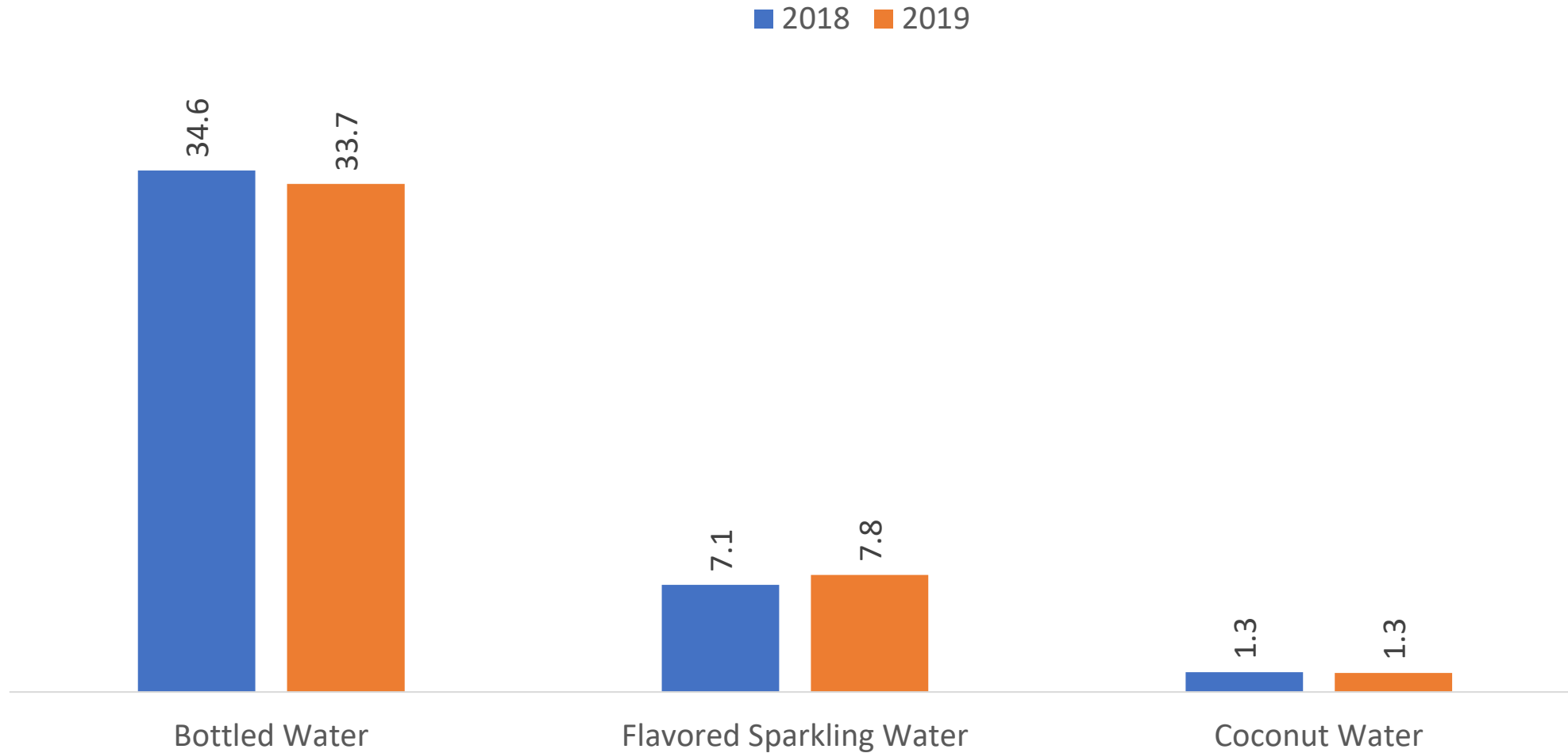
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water – Penetration



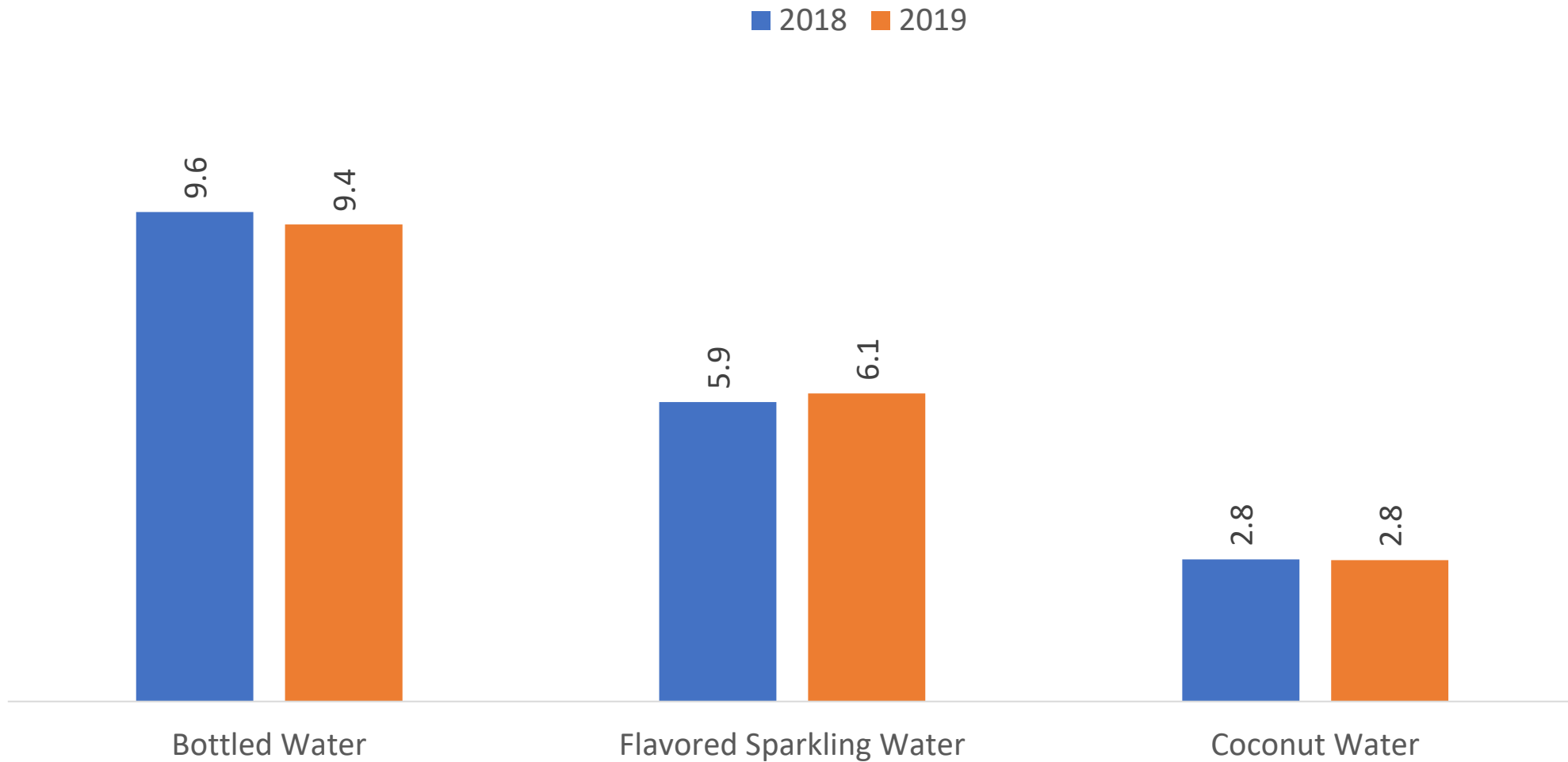
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water –Buying Rate



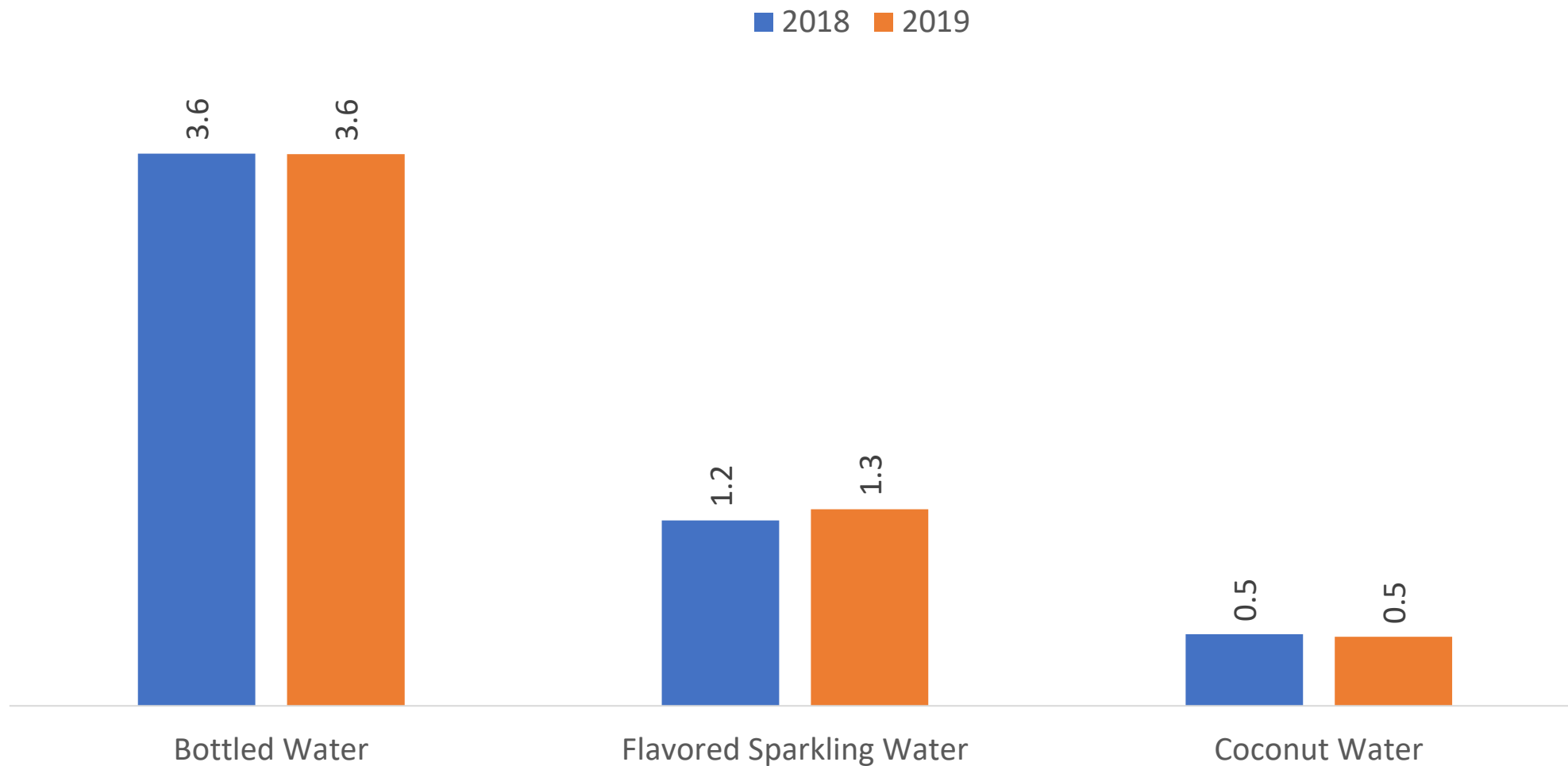
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water –Purchase Frequency



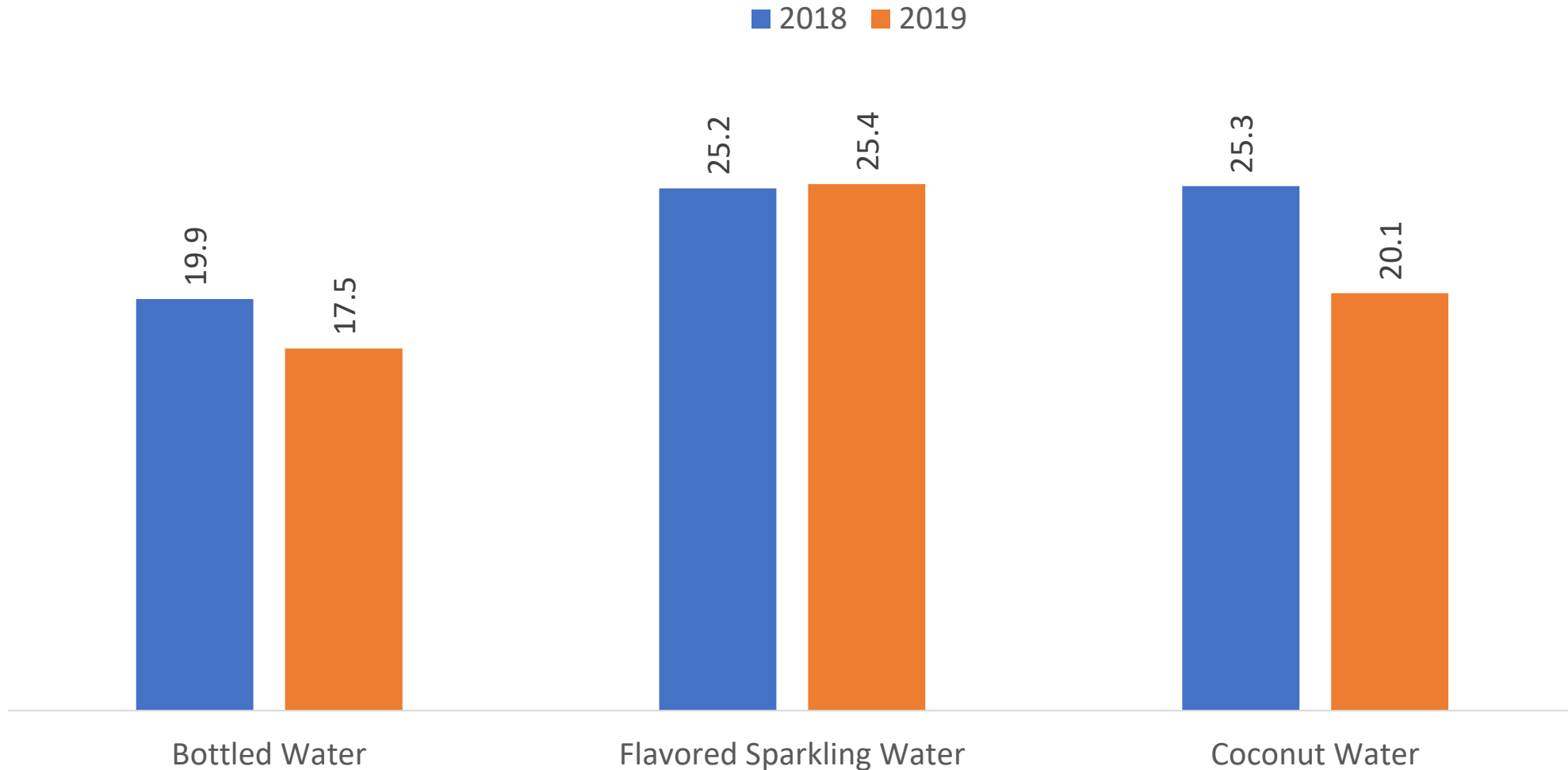
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water –Purchase Size



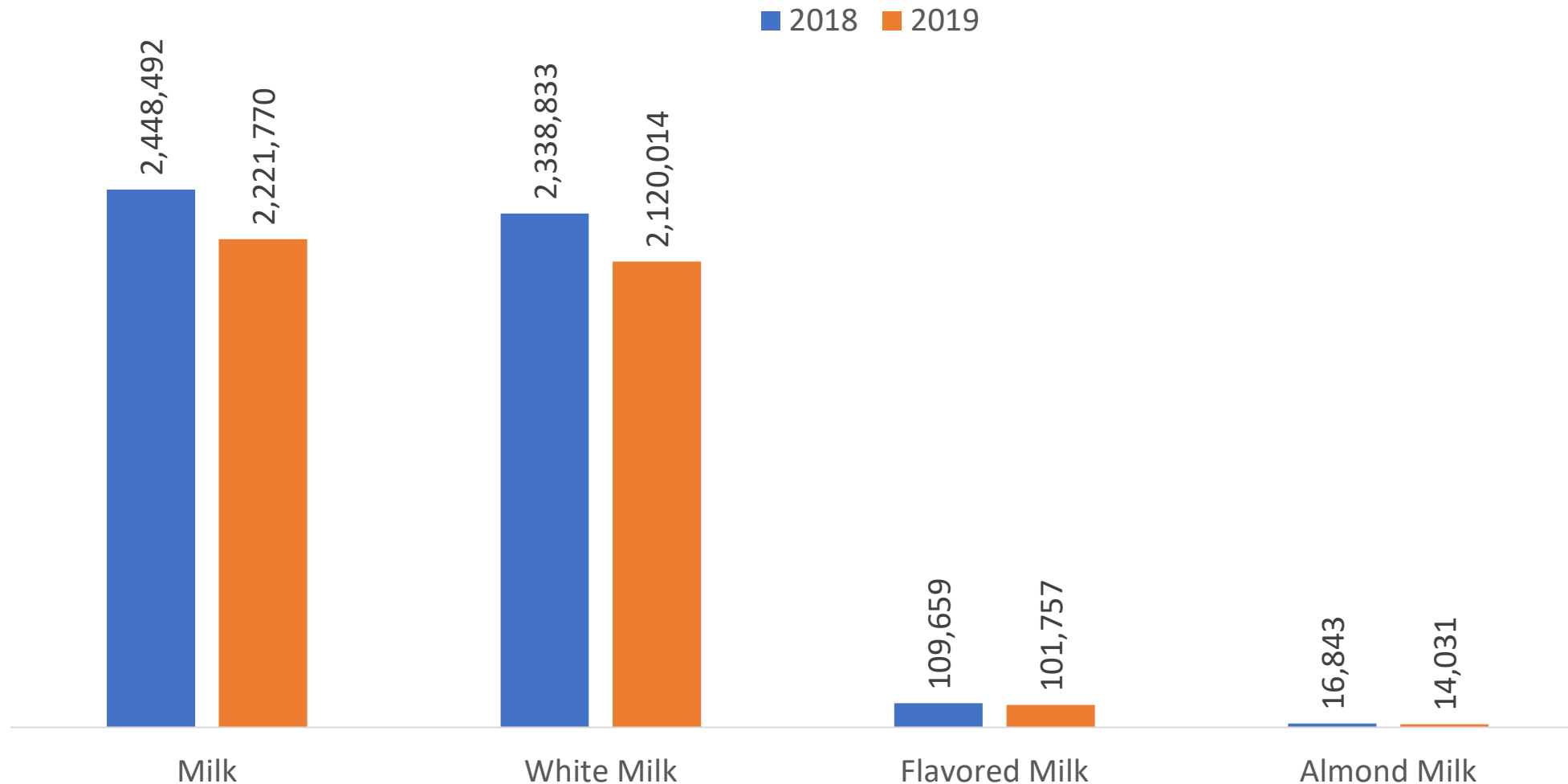
Source: Nielsen Homescan™ data for Y/E Dec 2019

Water –% Purchased on Any Perceived Deal



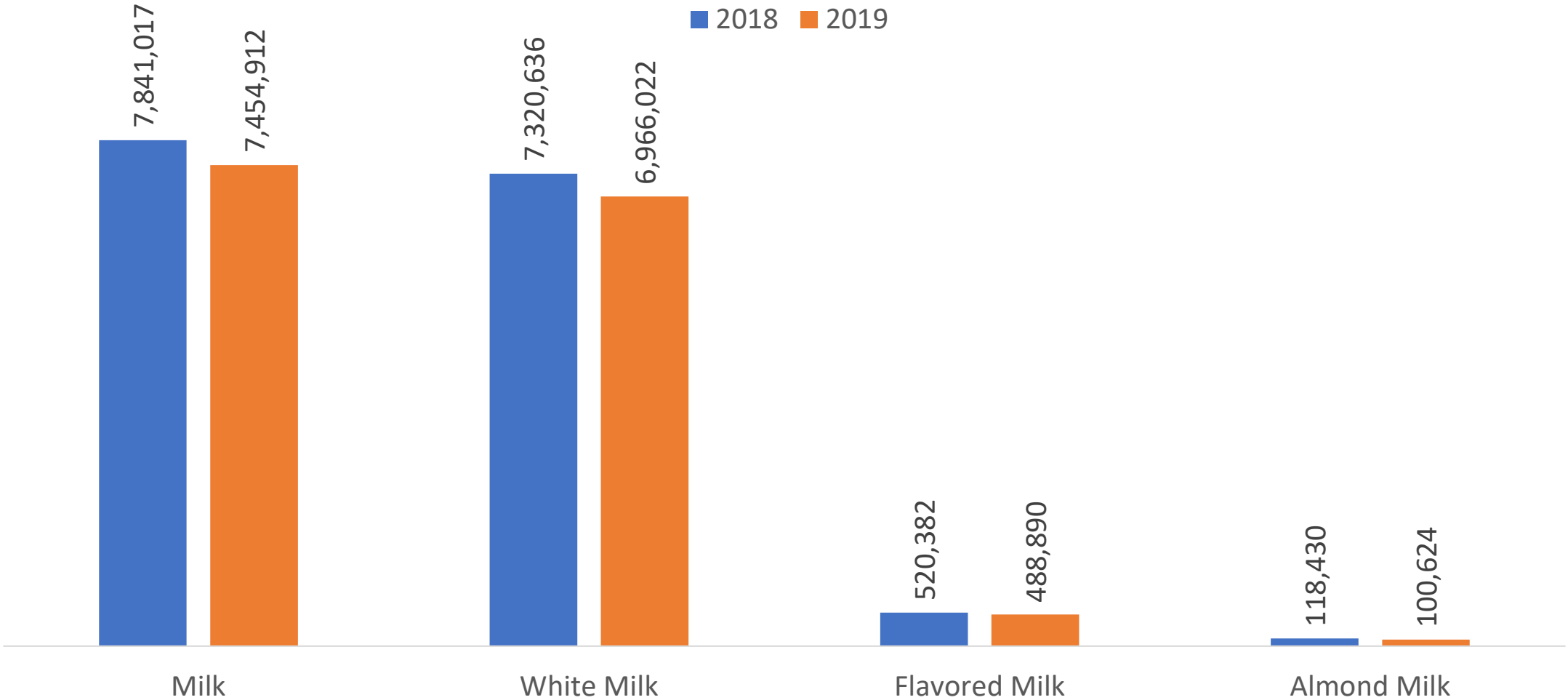
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk – Volume Sales (000)



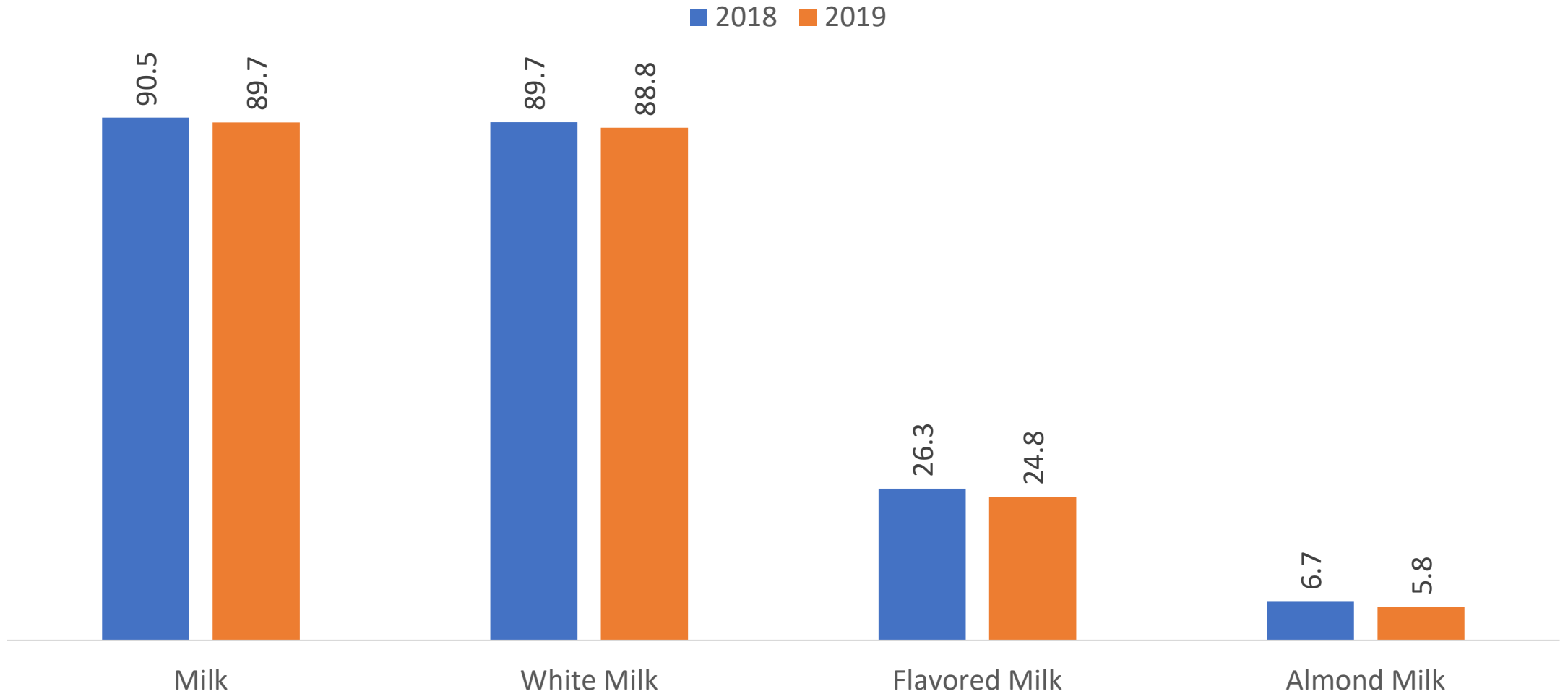
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk –Dollar Sales (000)



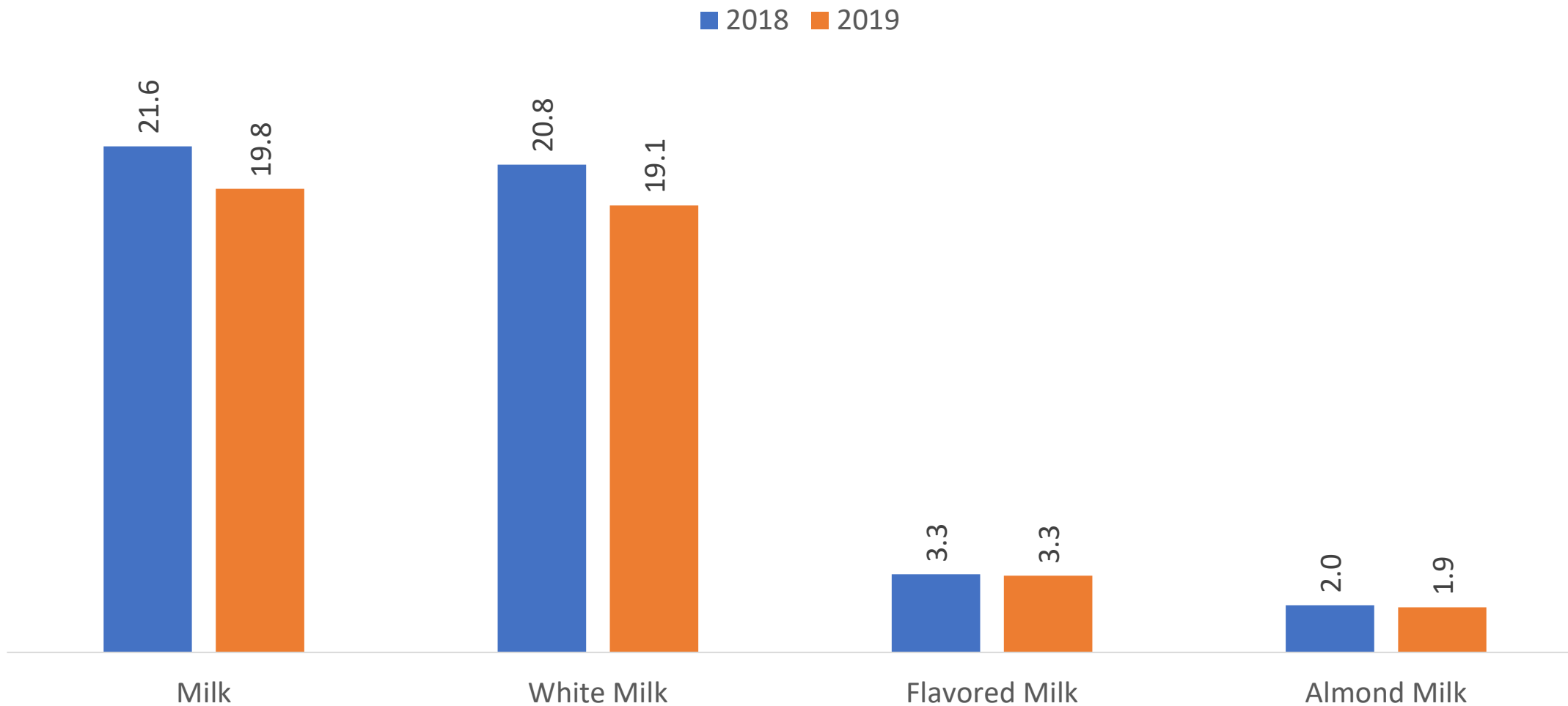
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk – Penetration



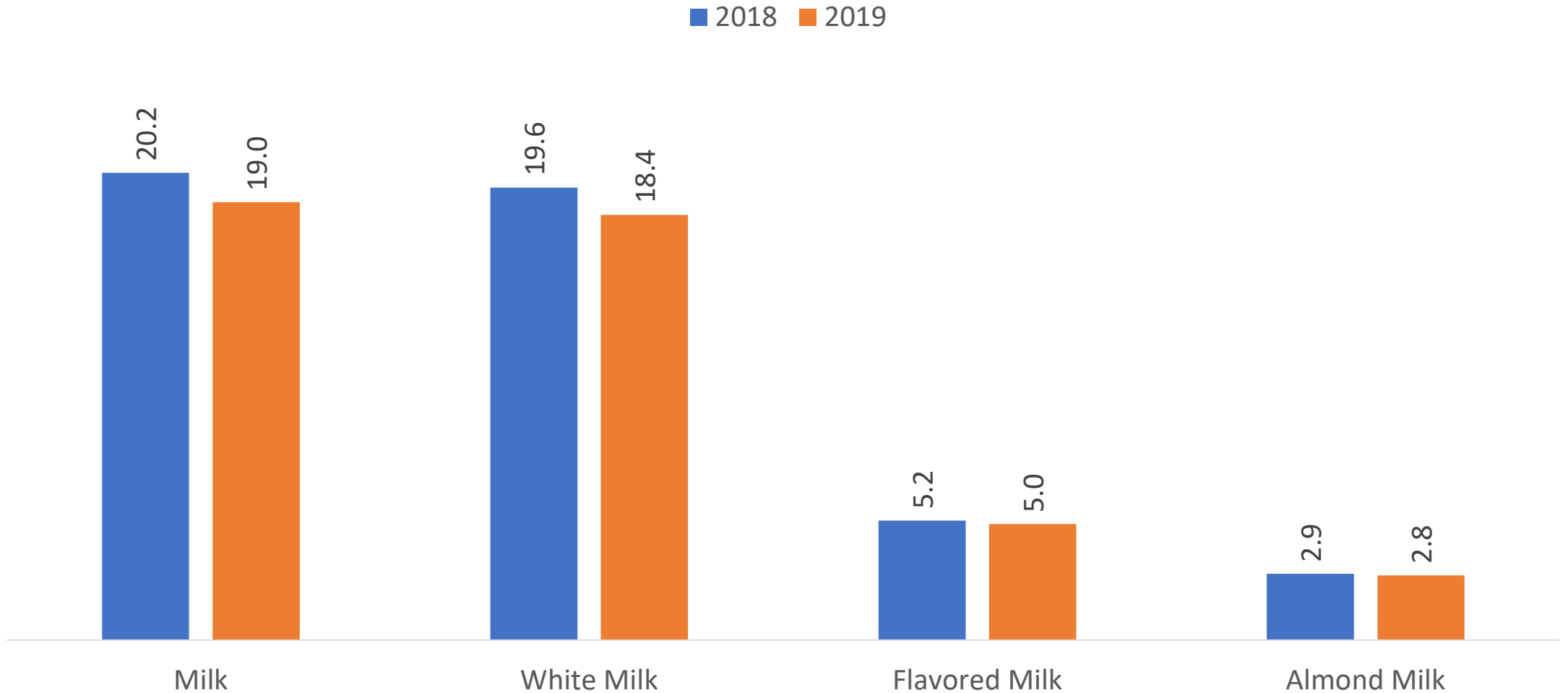
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk –Buying Rate



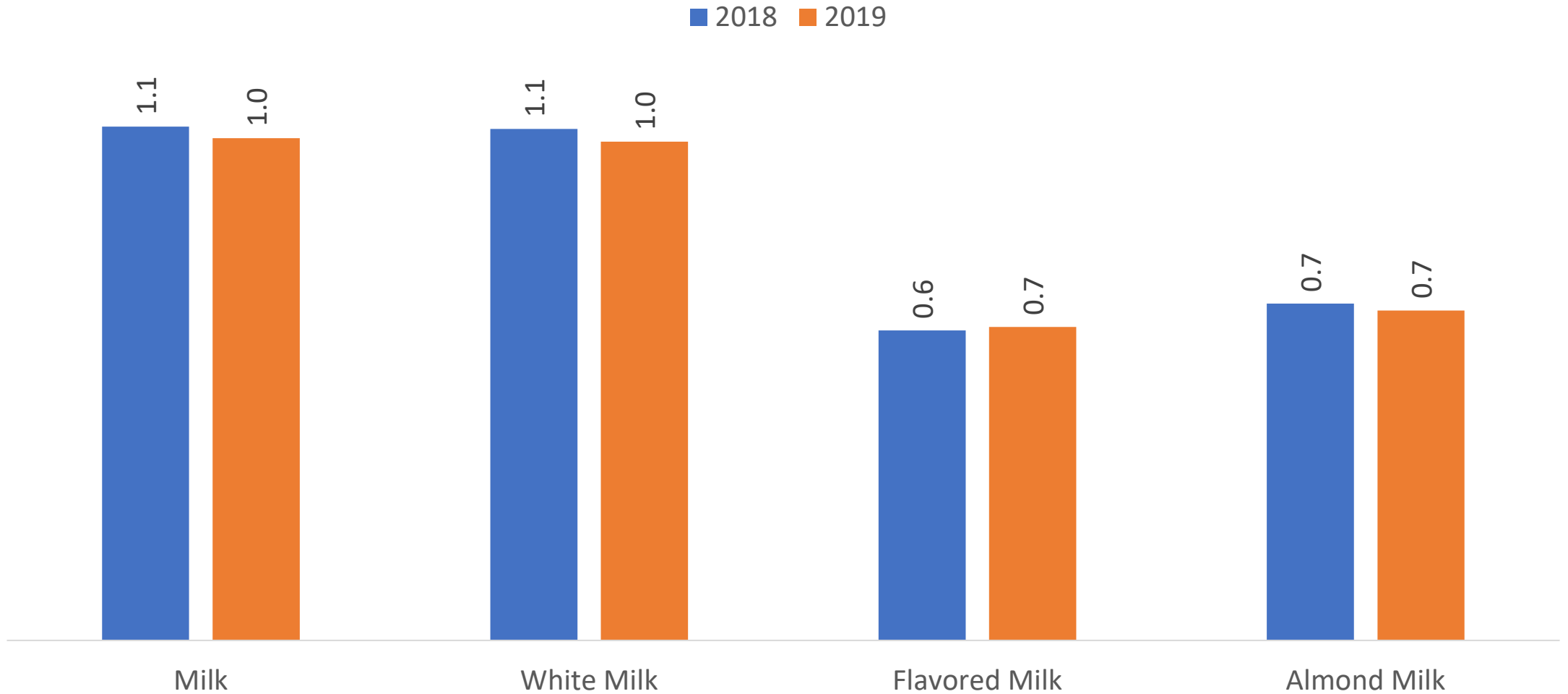
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk –Purchase Frequency



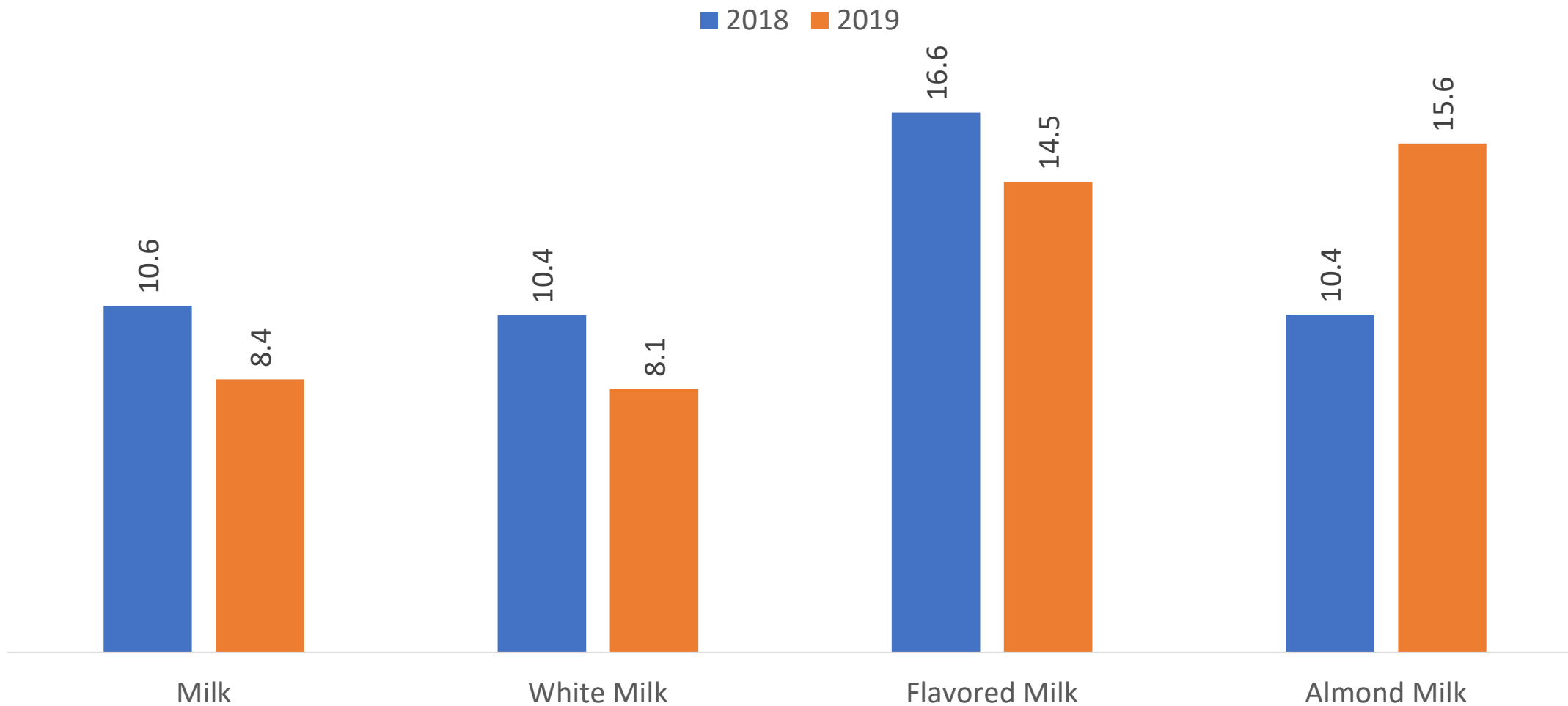
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk –Purchase Size



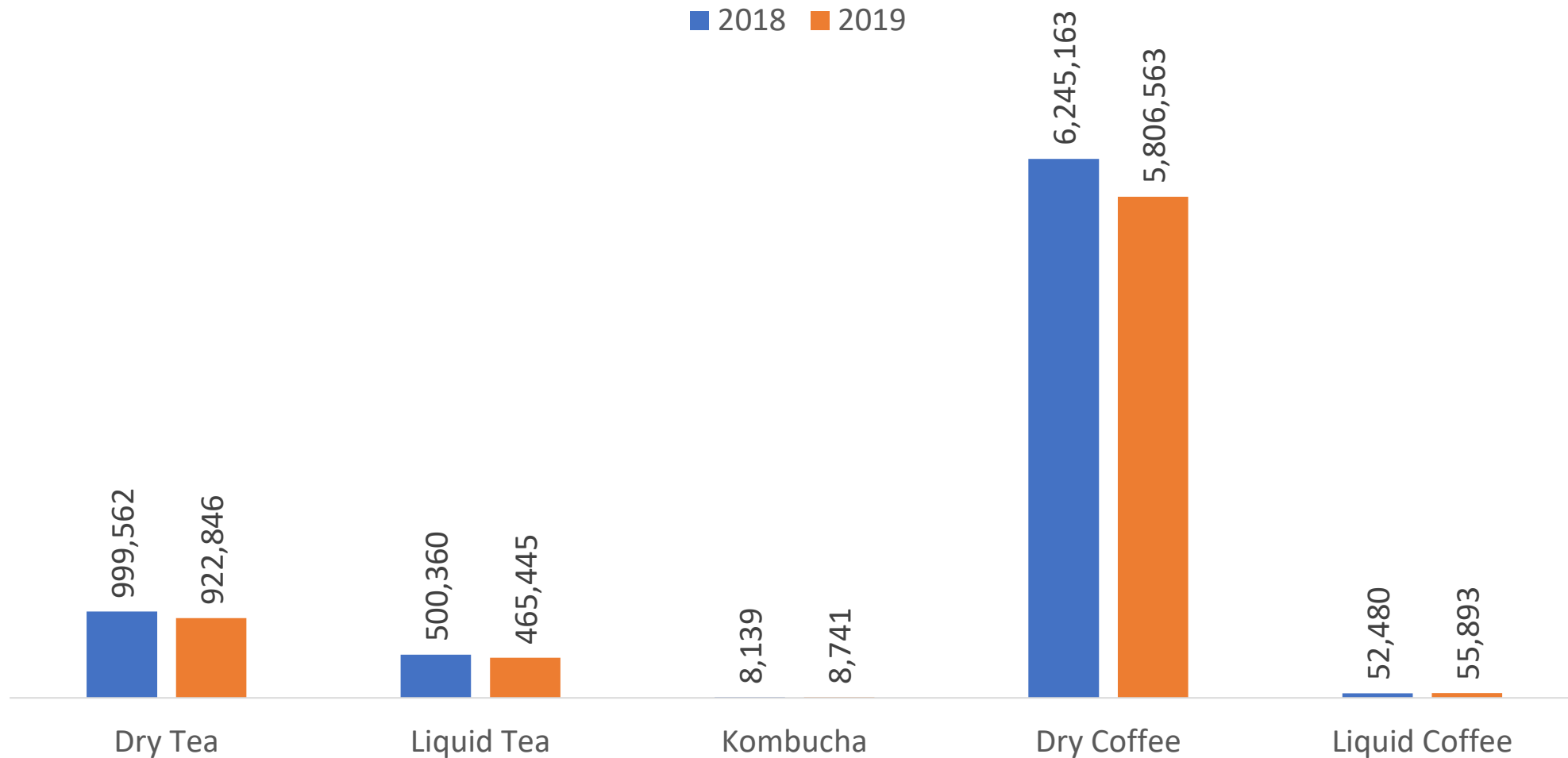
Source: Nielsen Homescan™ data for Y/E Dec 2019

Milk –% Purchased on Any Perceived Deal



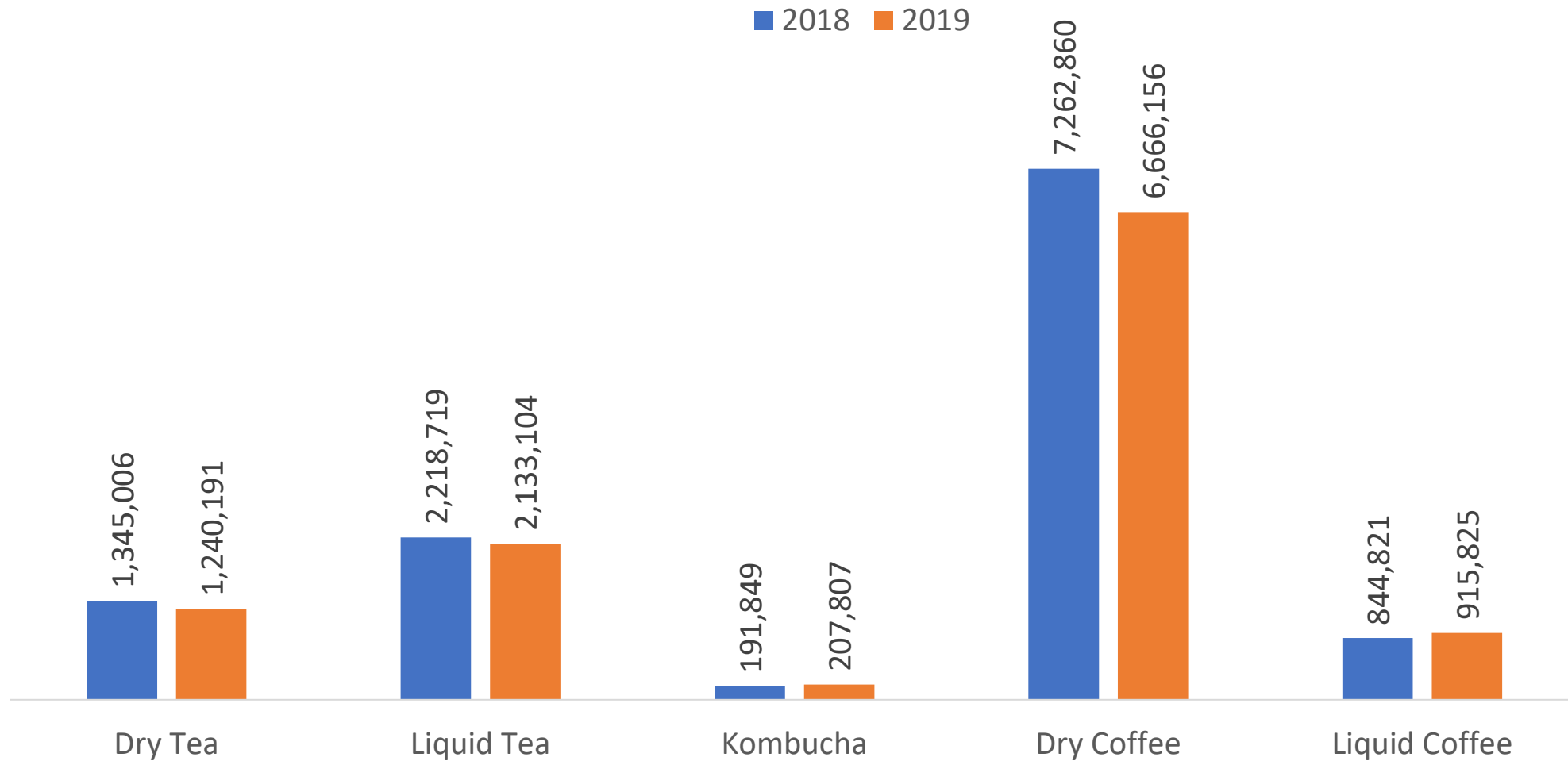
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee –Volume Sales (000)



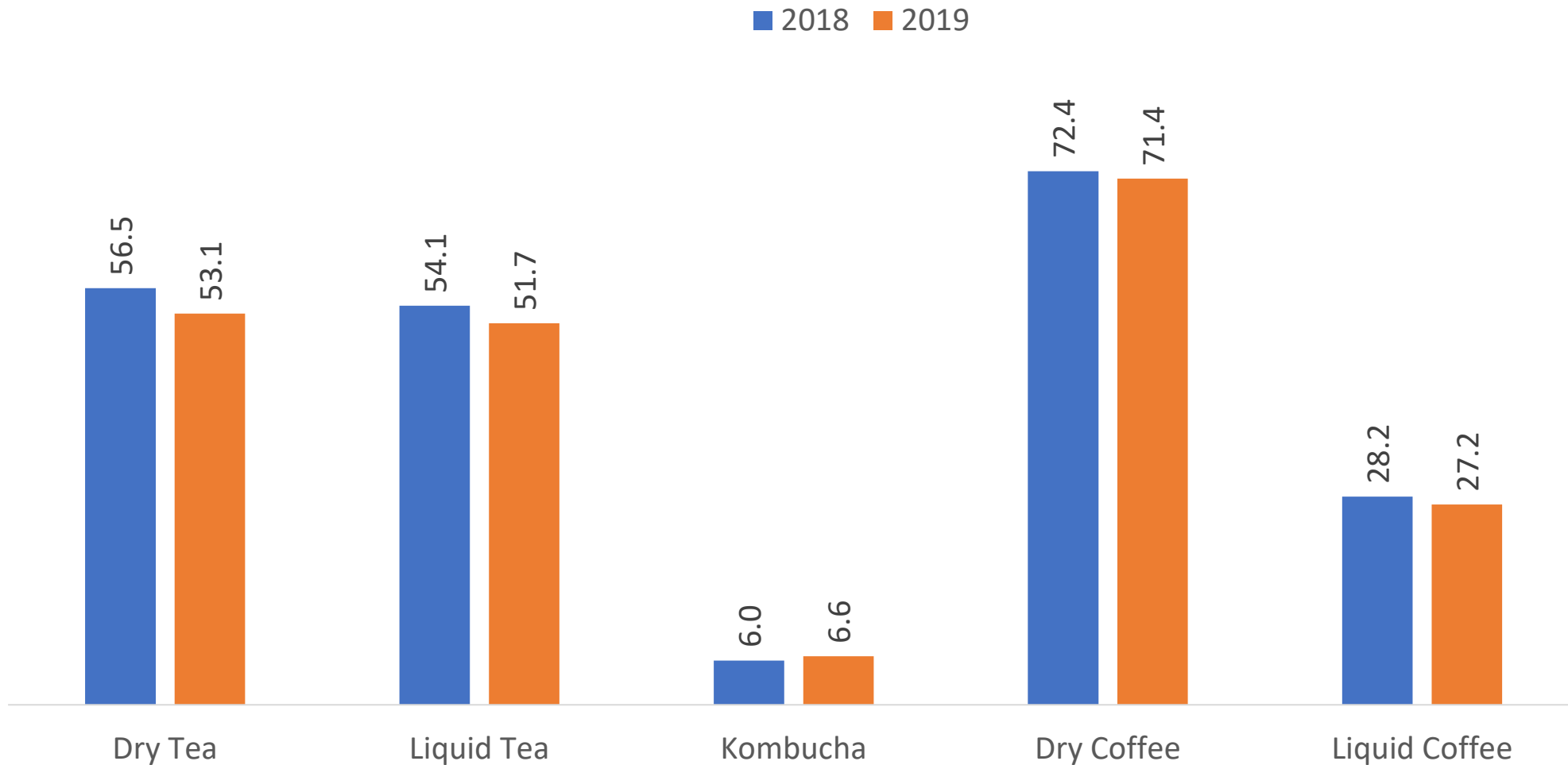
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee –Dollar Sales (000)



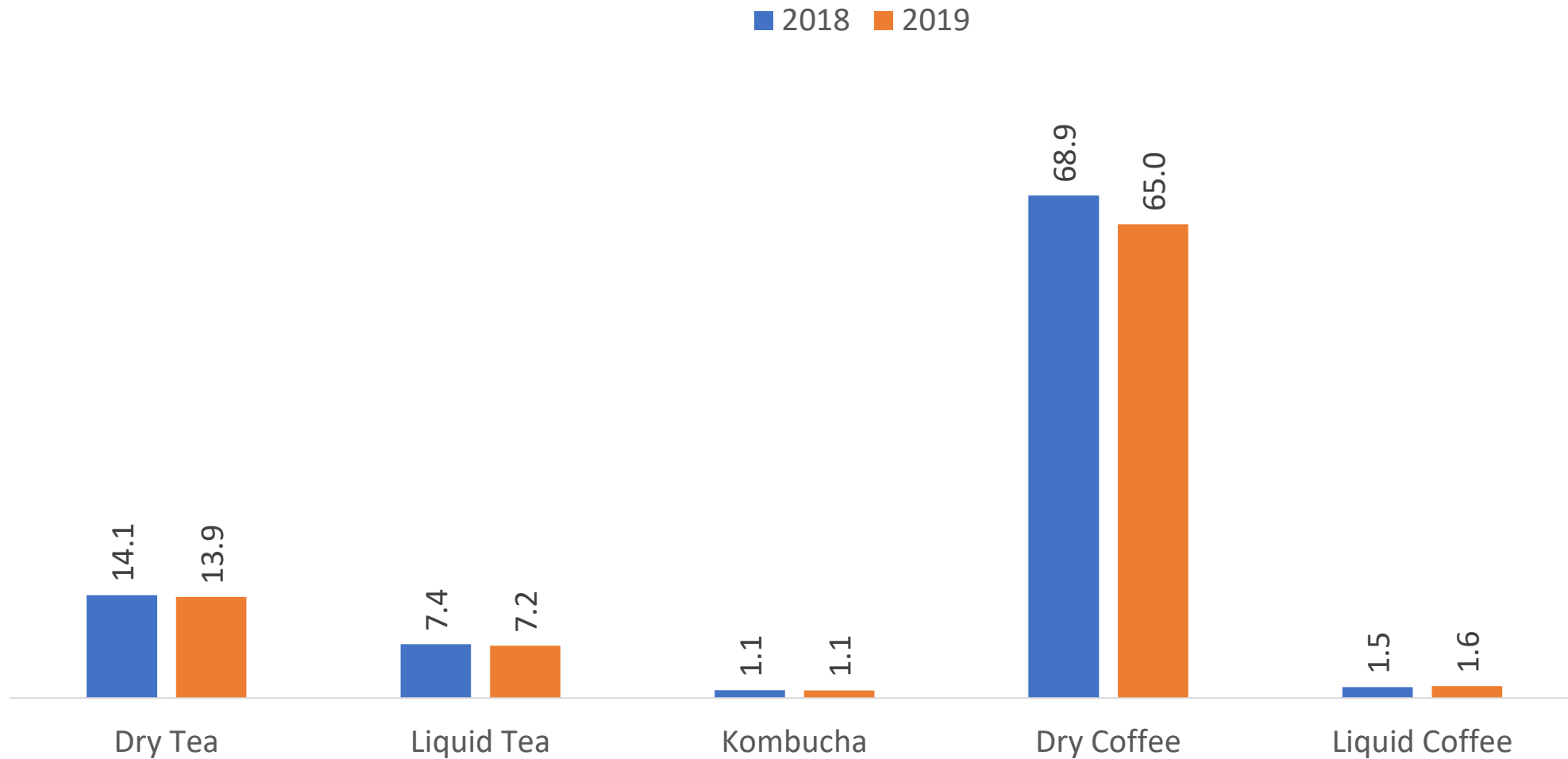
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee – Penetration



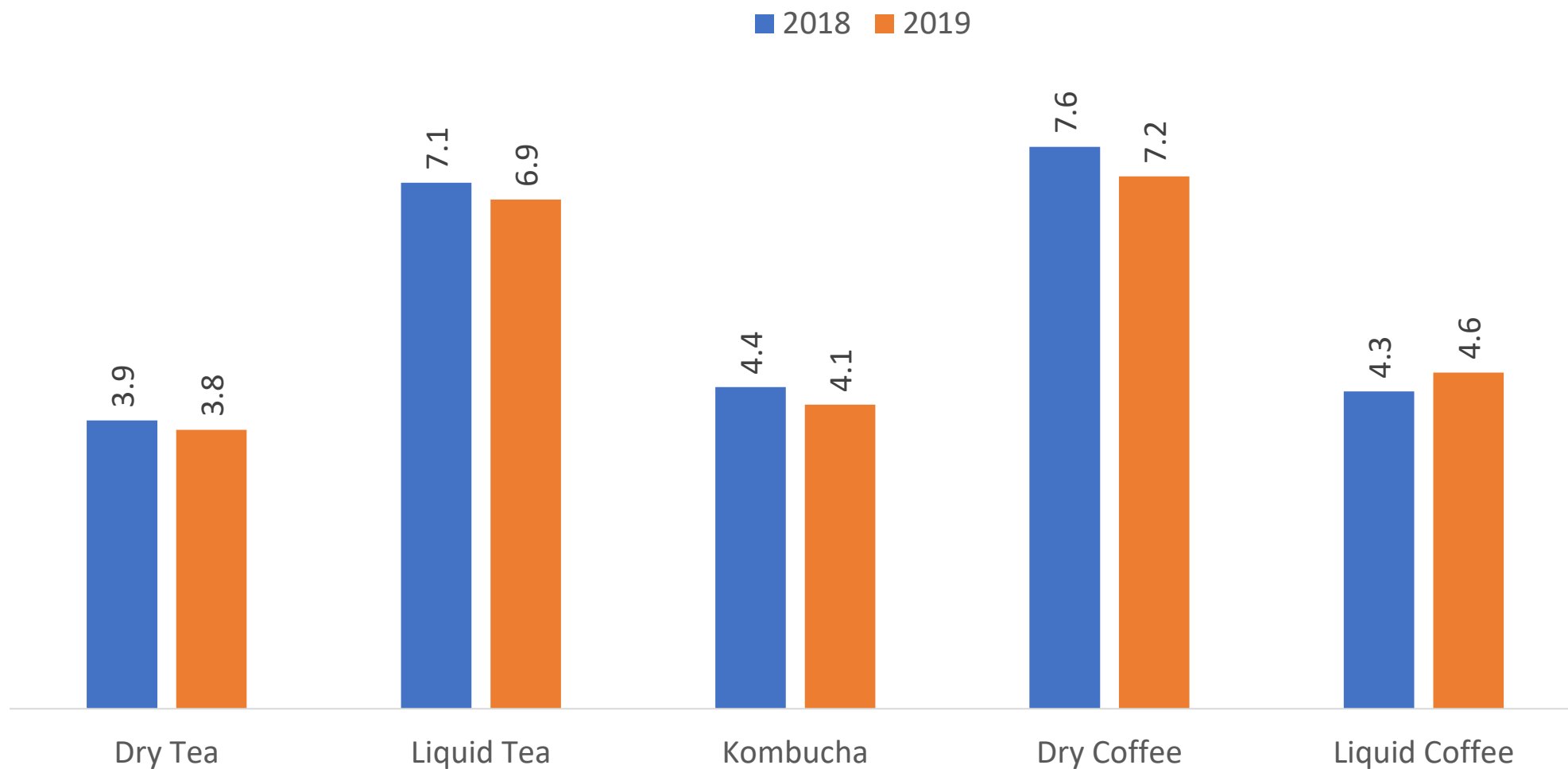
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee –Buying Rate



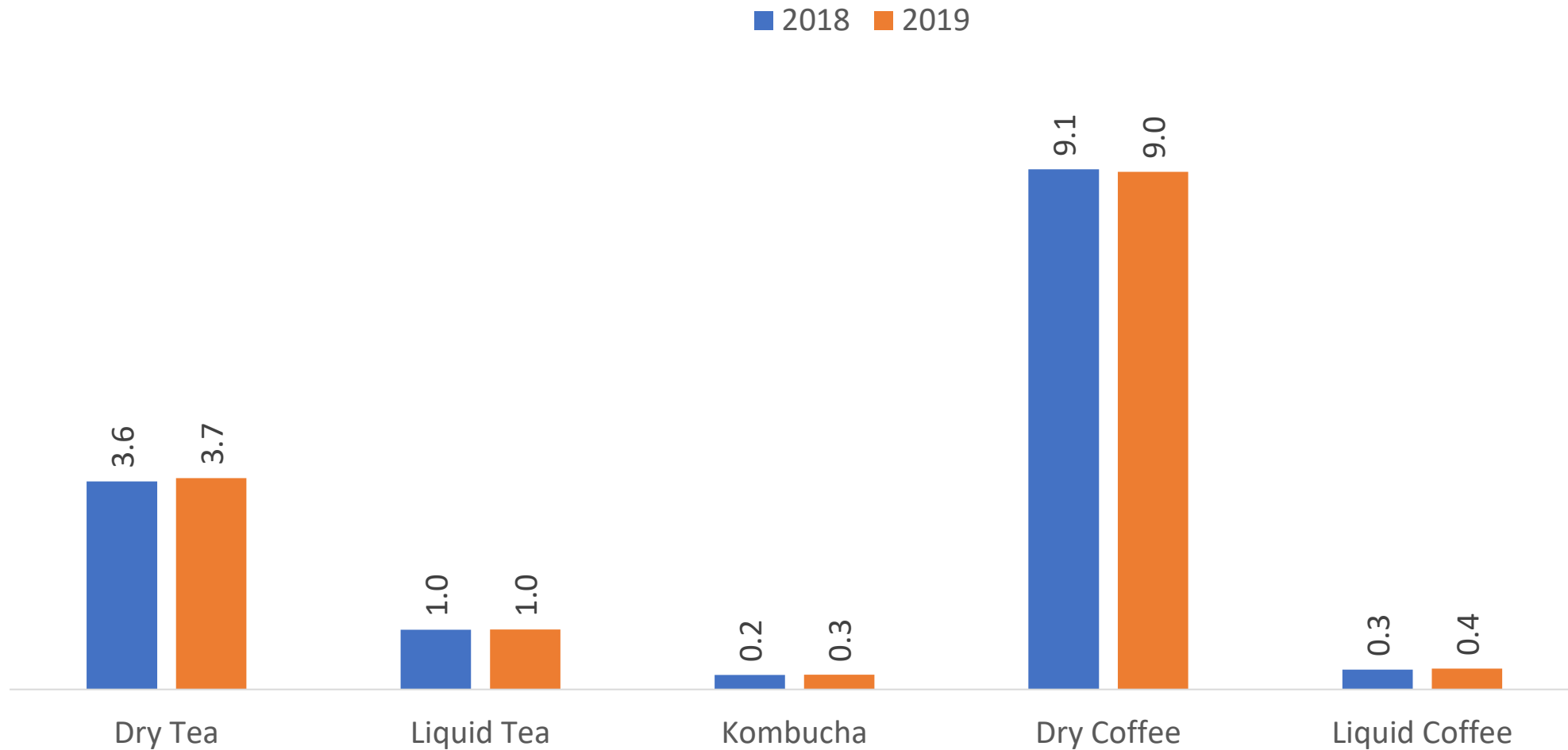
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee –Purchase Frequency



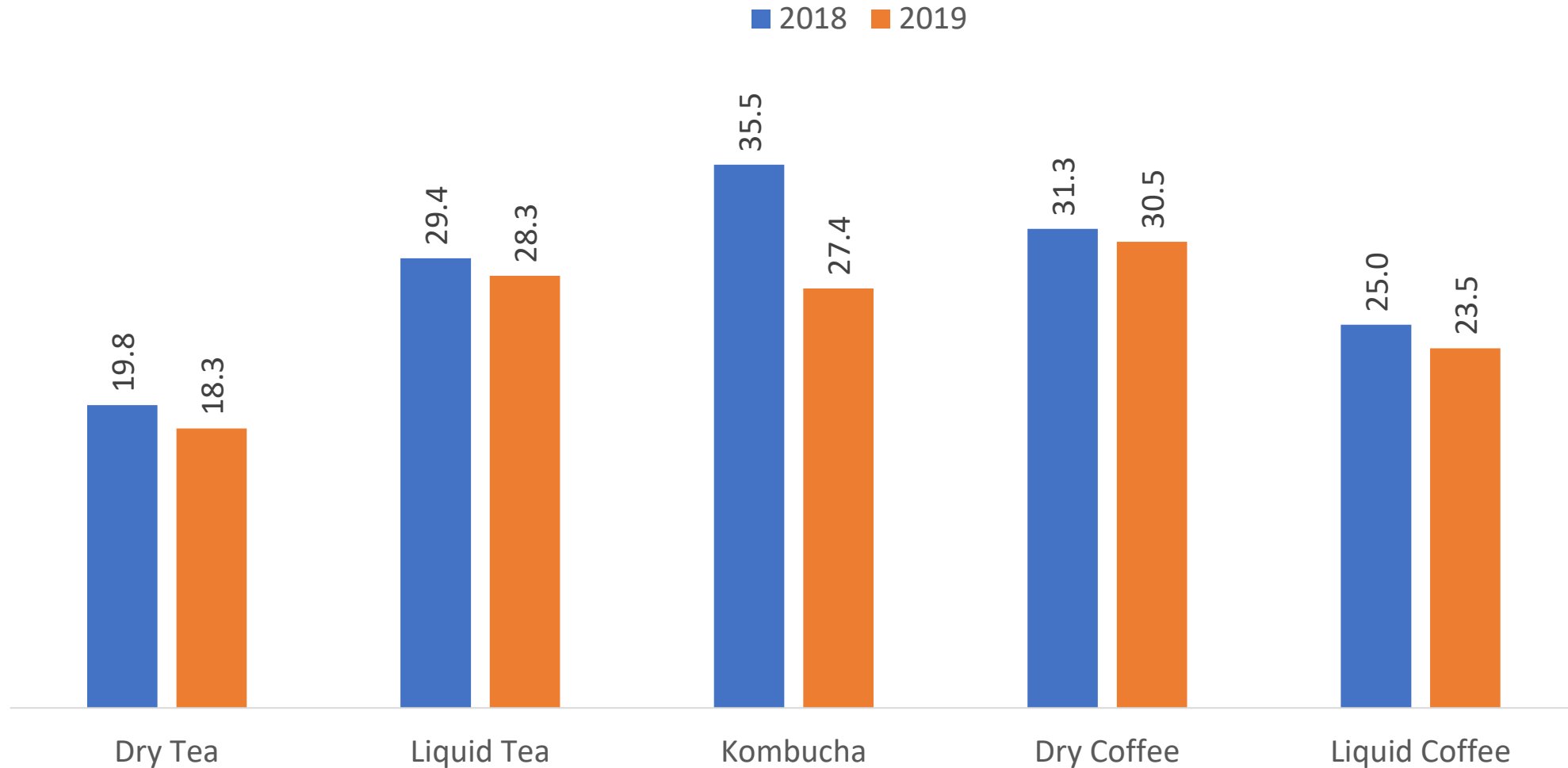
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee –Purchase Size



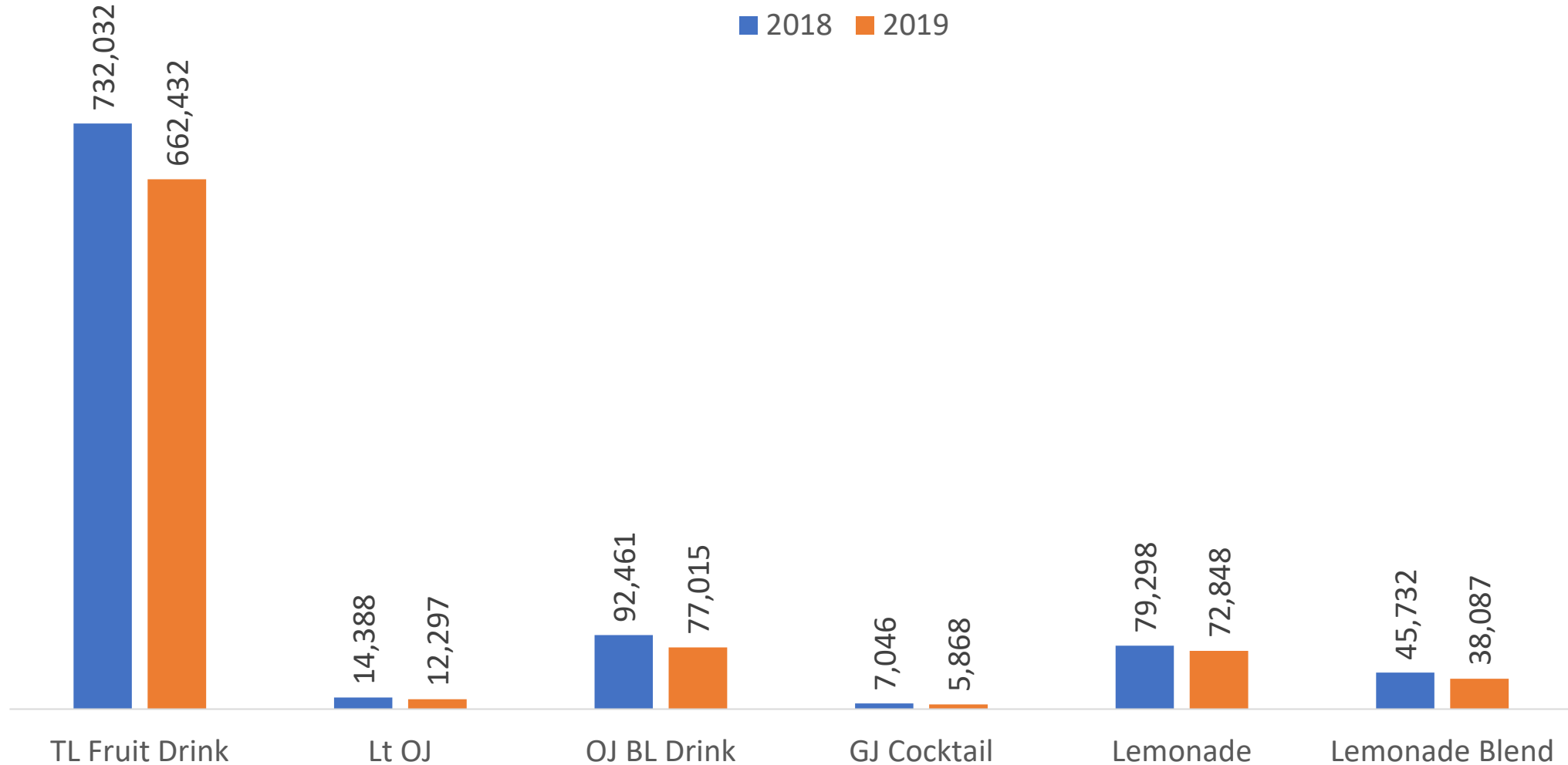
Source: Nielsen Homescan™ data for Y/E Dec 2019

Tea/Coffee –% Purchased on Any Perceived Deal



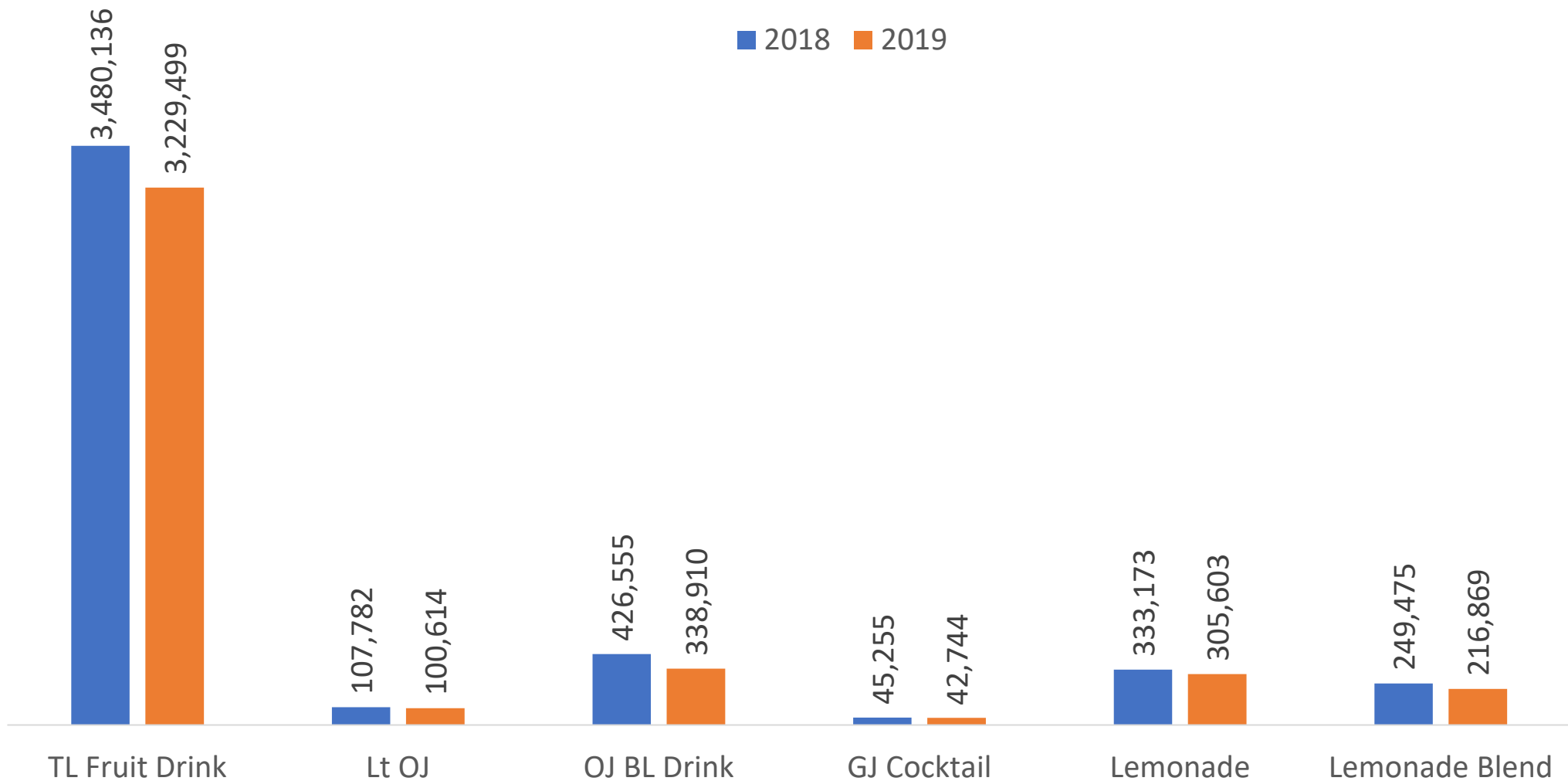
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink –Volume Sales (000)



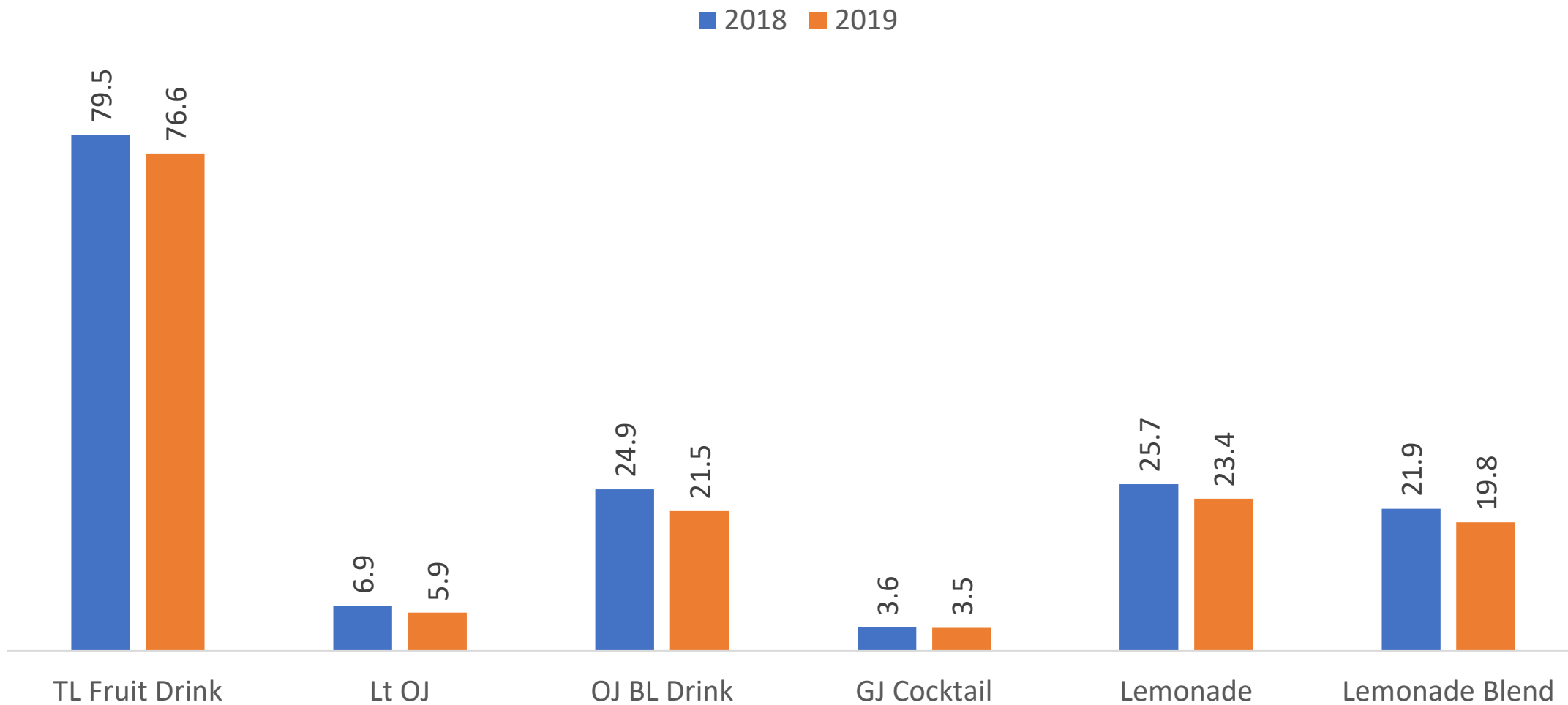
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink –Dollar Sales (000)



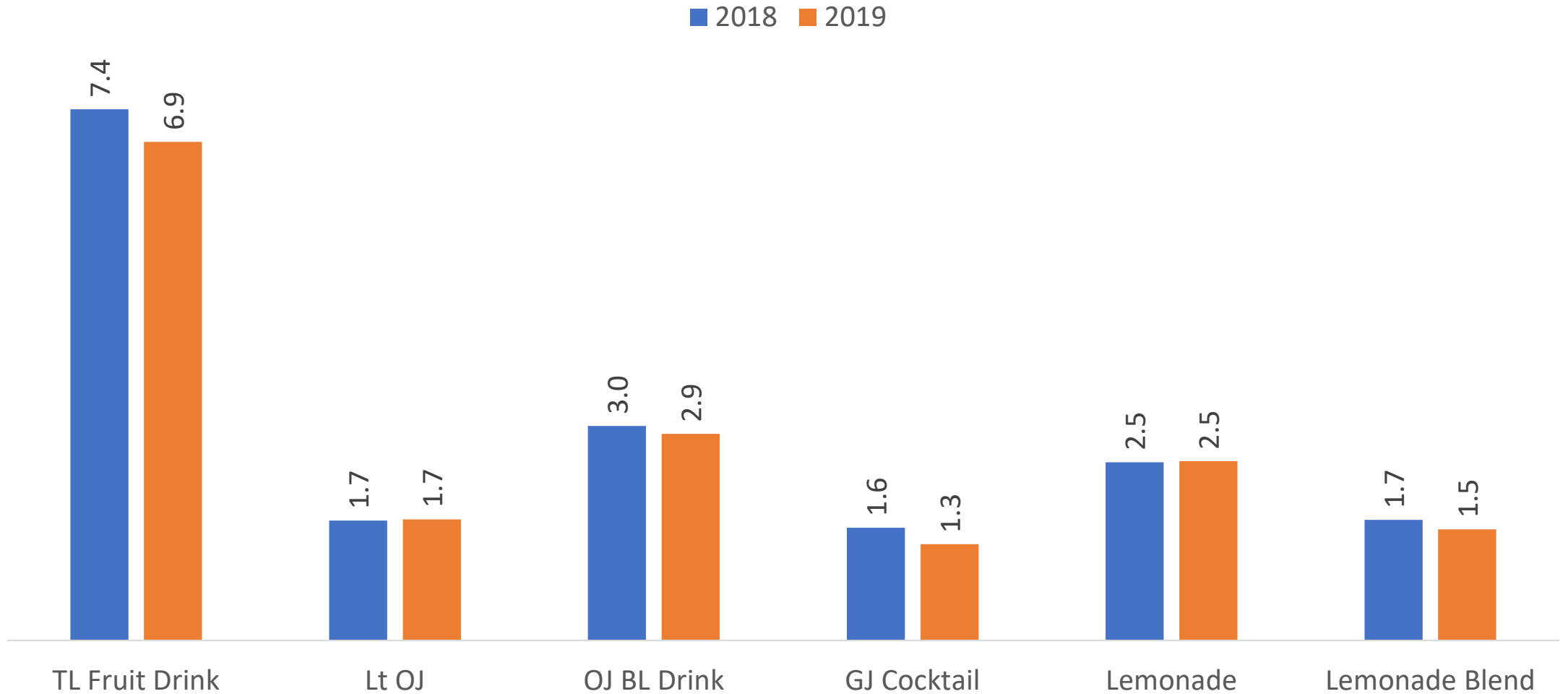
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink – Penetration



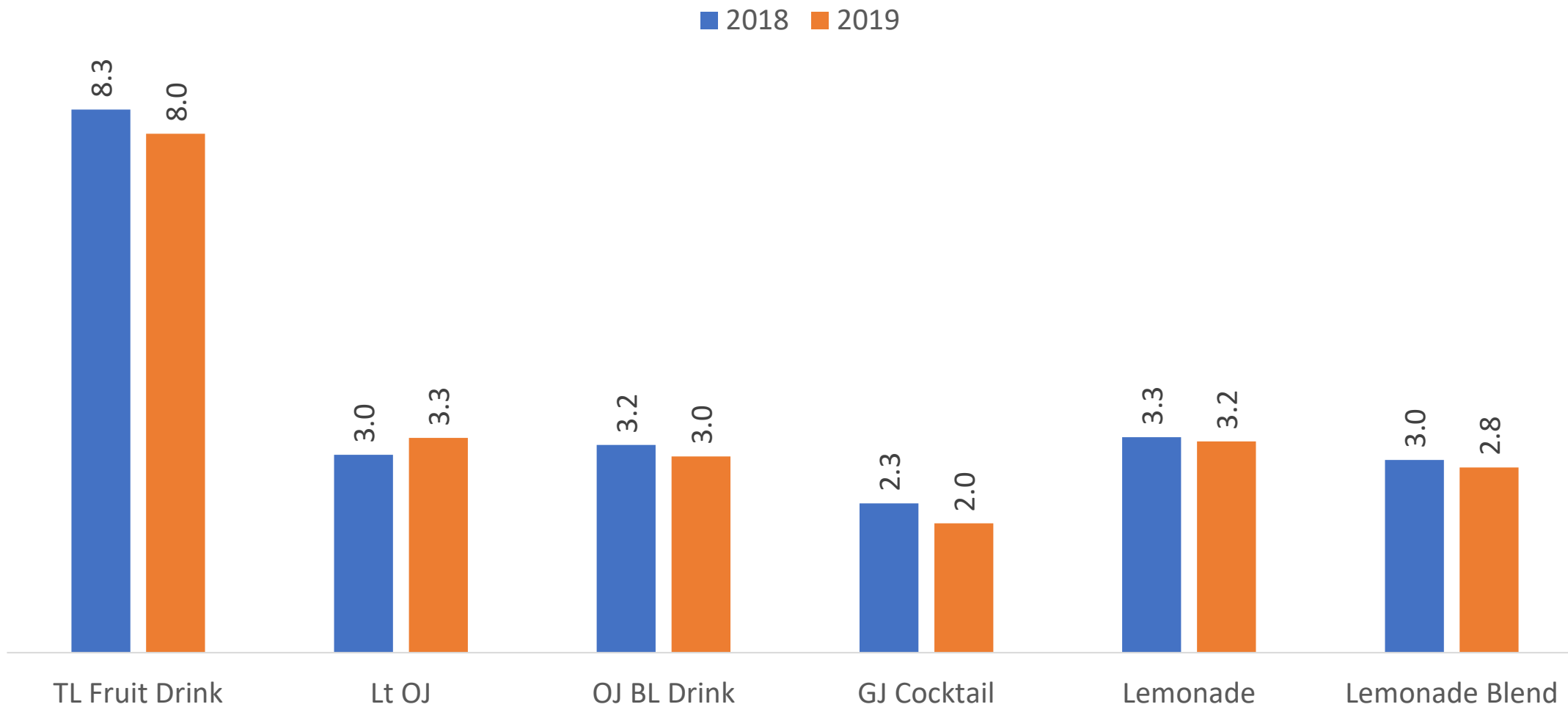
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink –Buying Rate



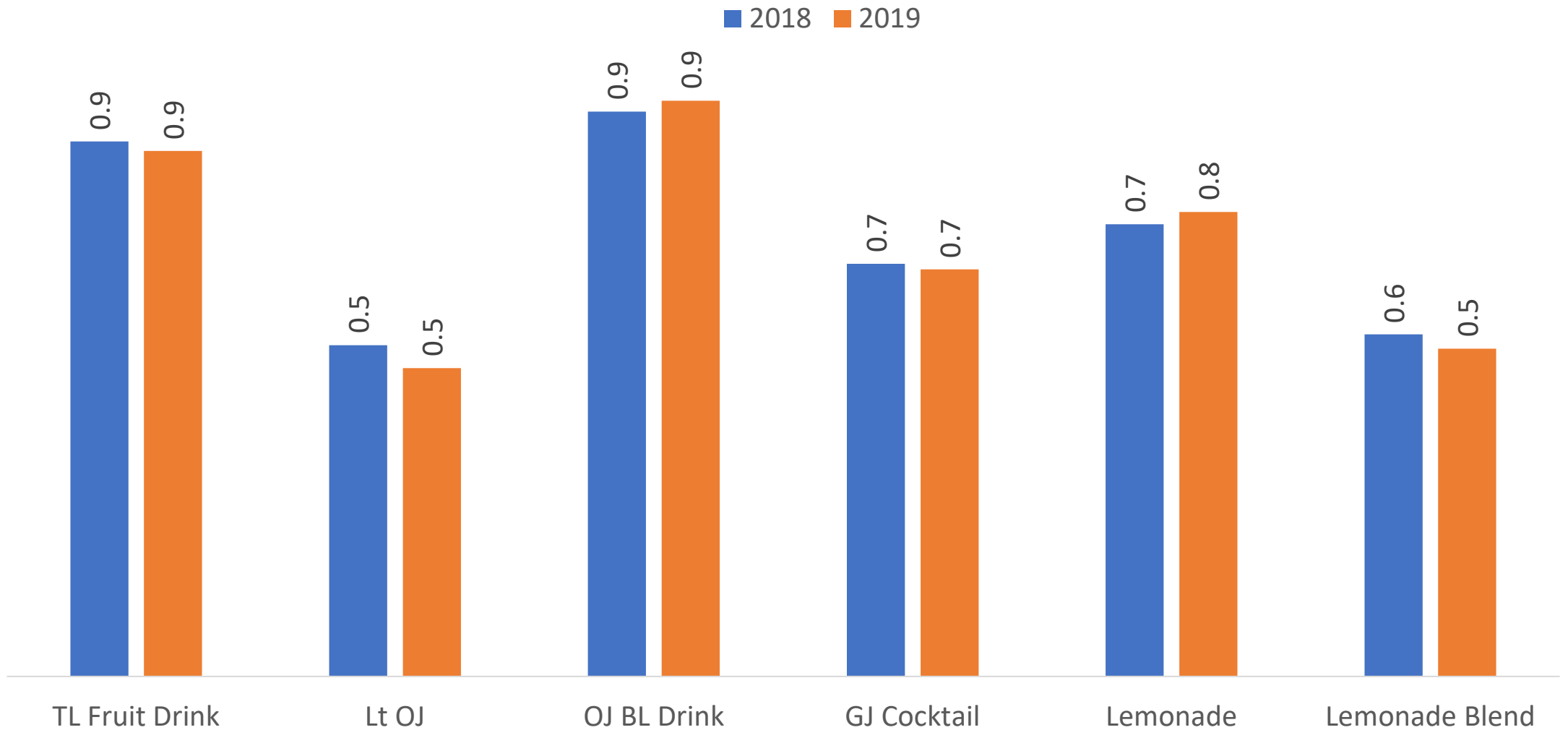
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink –Purchase Frequency



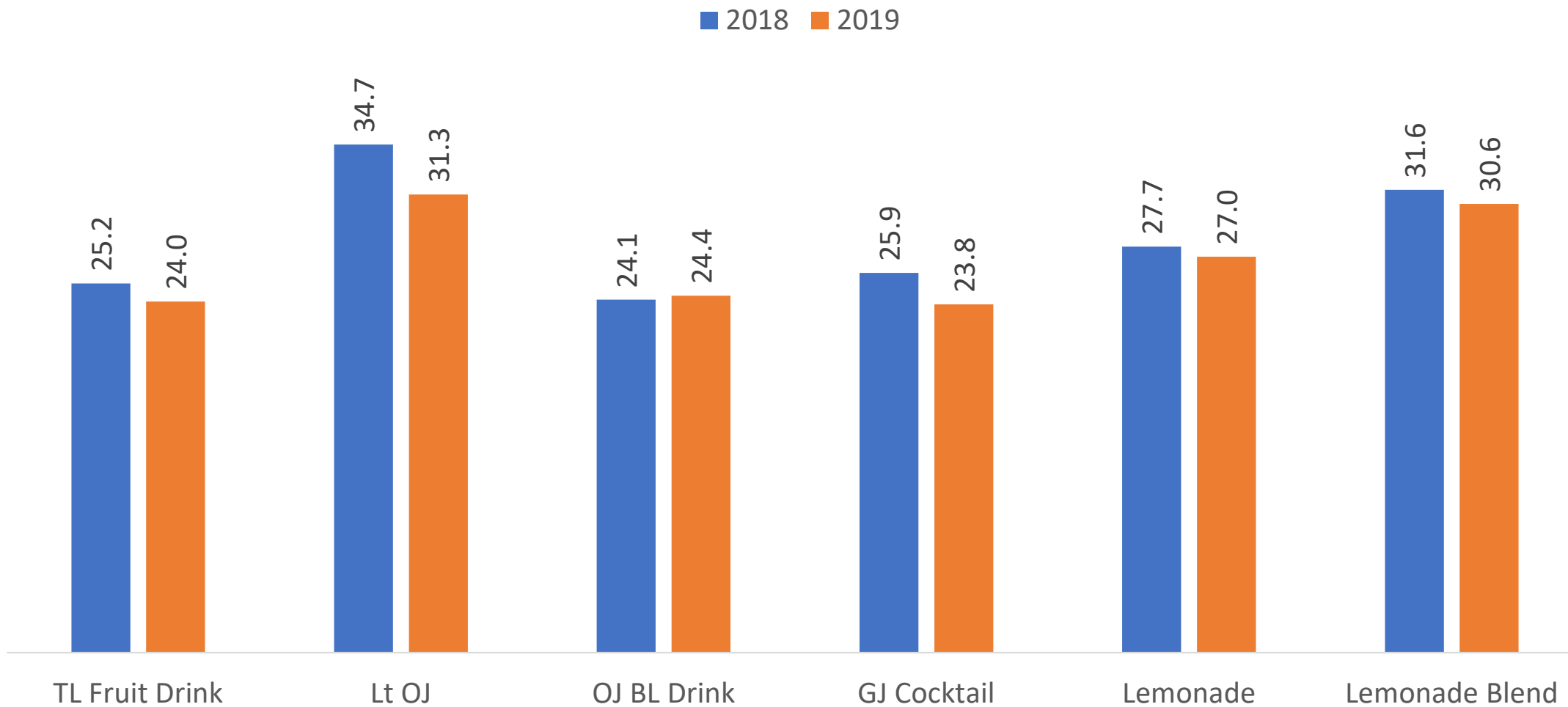
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink –Purchase Size



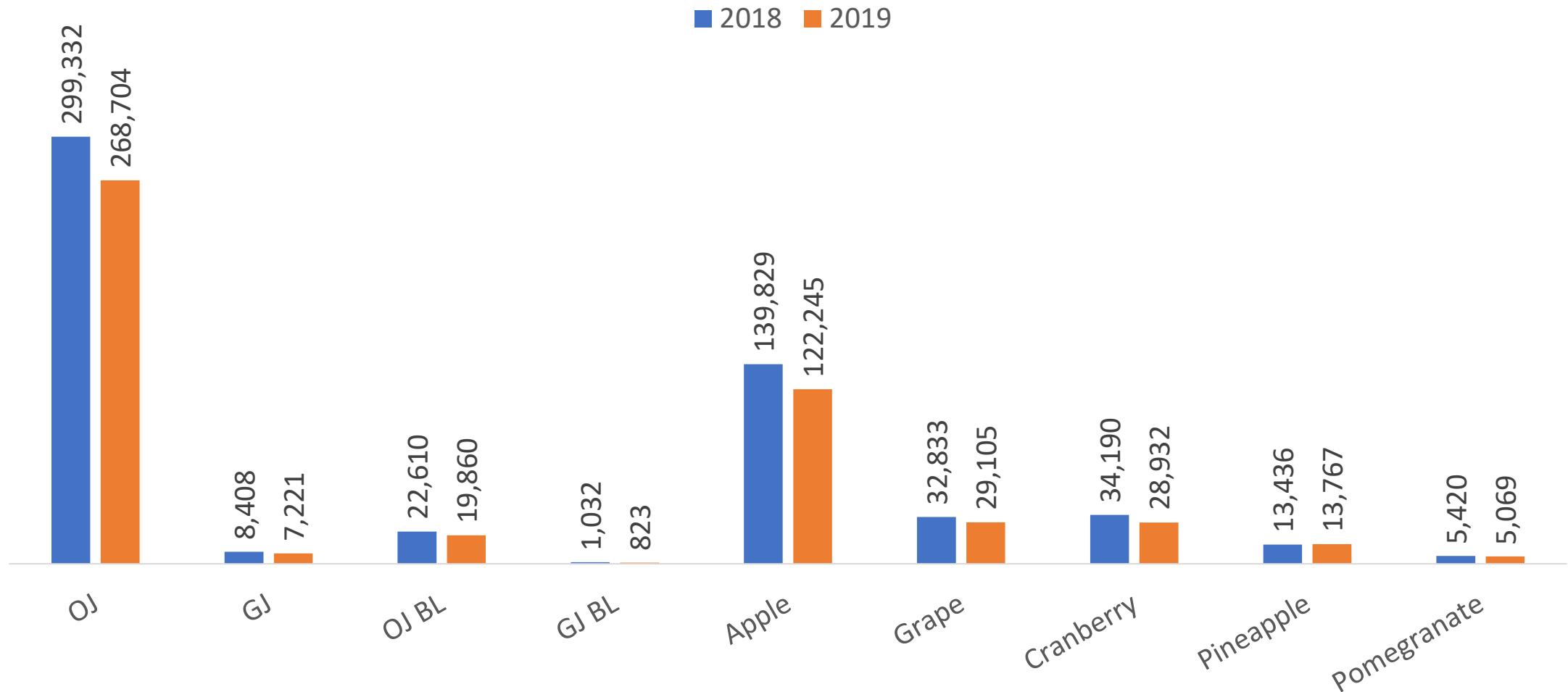
Source: Nielsen Homescan™ data for Y/E Dec 2019

Fruit Drink –% Purchased on Any Perceived Deal

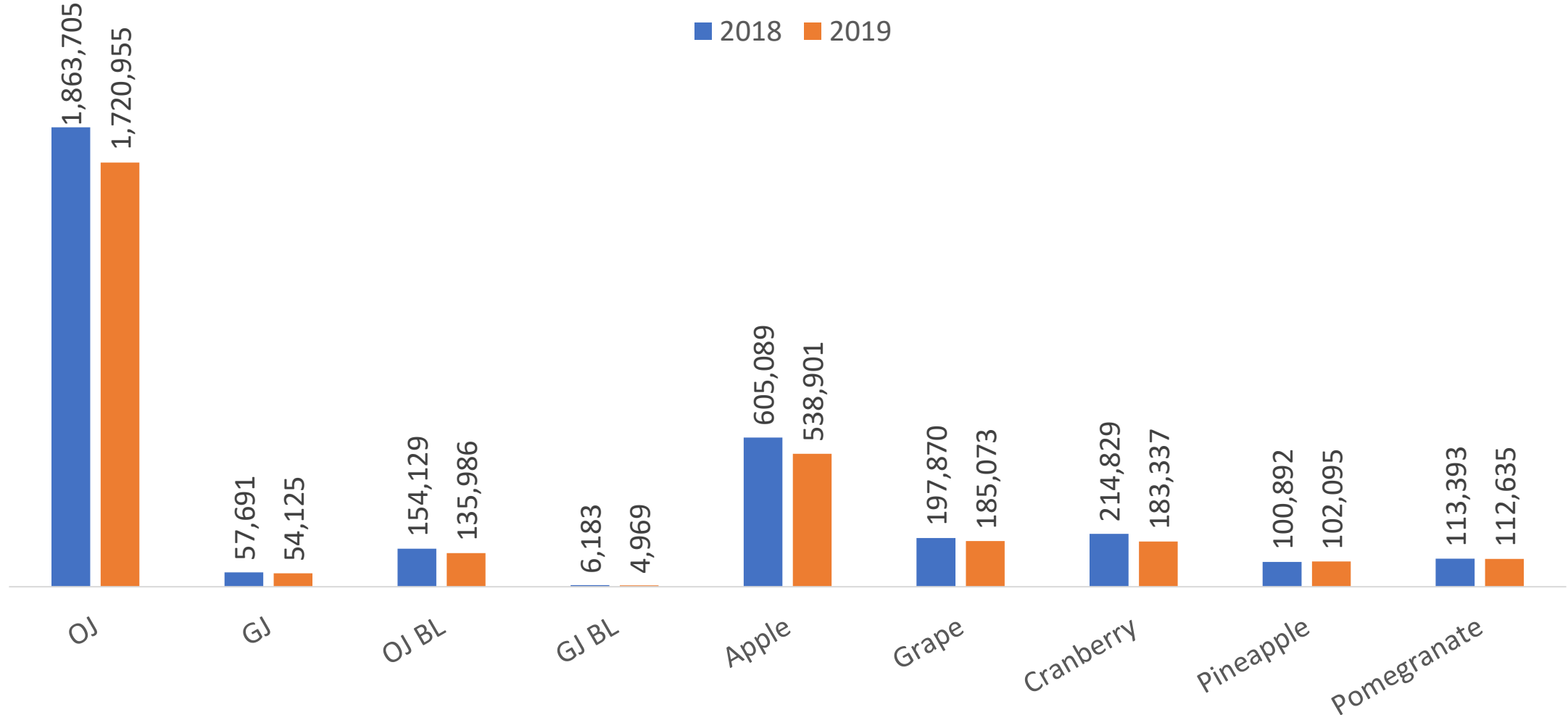


Source: Nielsen Homescan™ data for Y/E Dec 2019

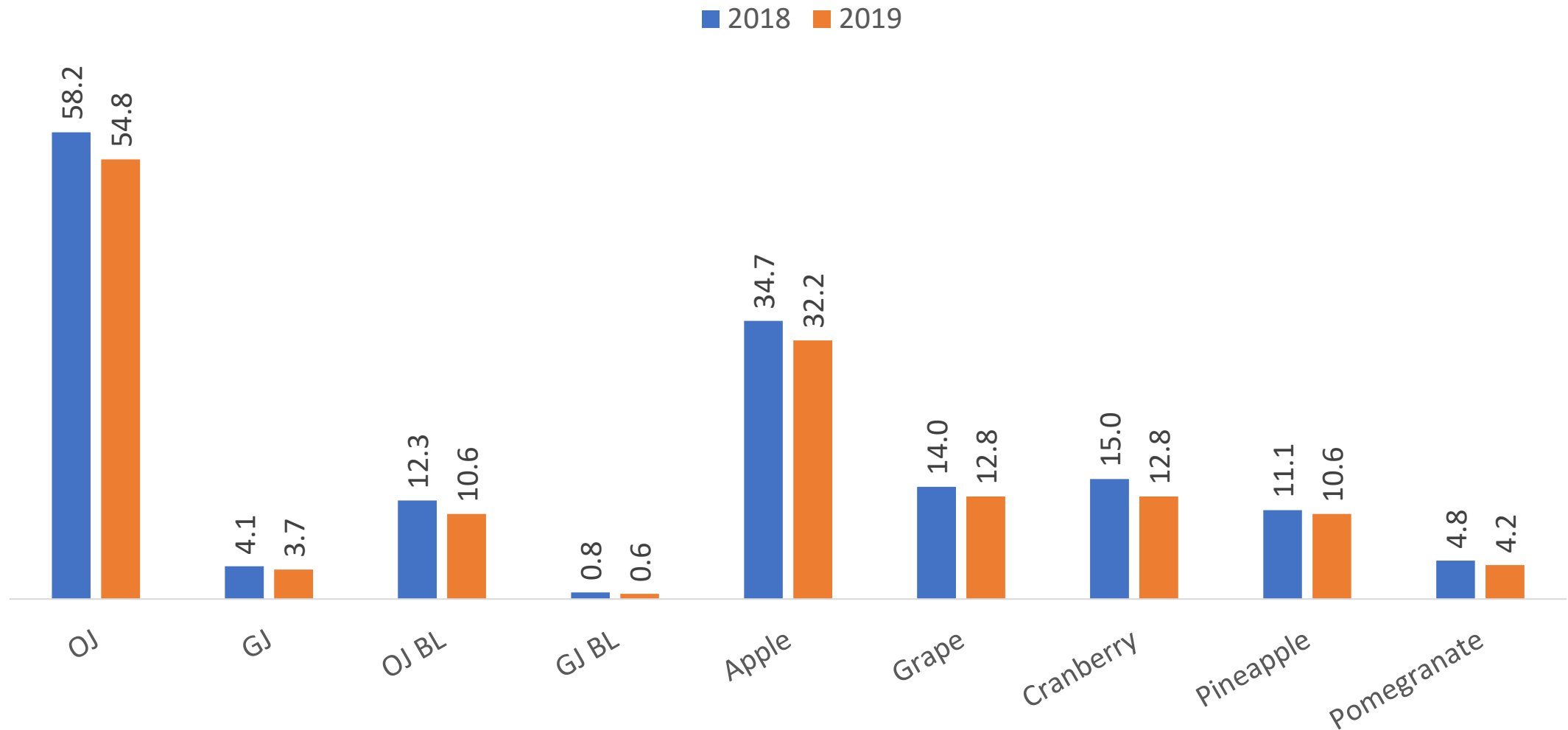
100% Juice –Volume Sales (000)



100% Juice –Dollar Sales (000)

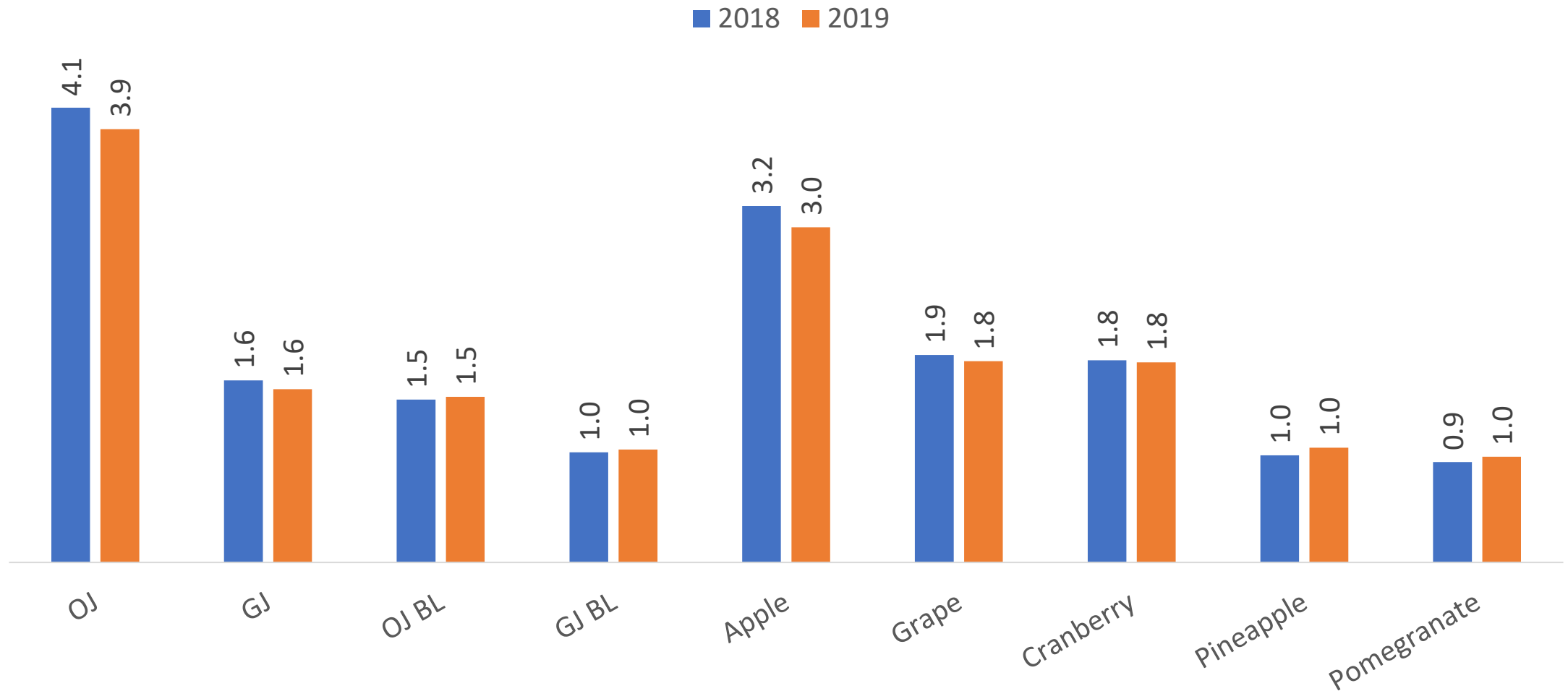


100% Juice – Penetration



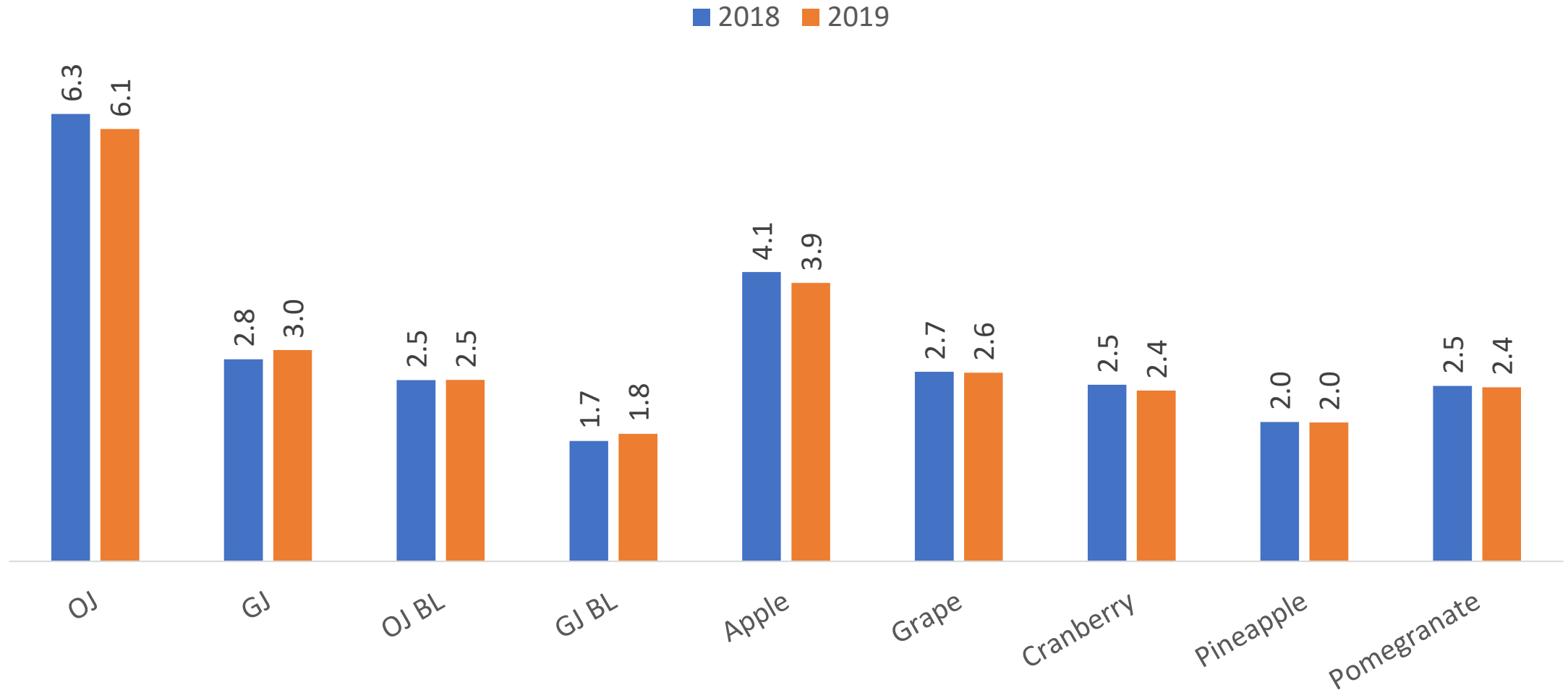
Source: Nielsen Homescan™ data for Y/E Dec 2019

100% Juice –Buying Rate



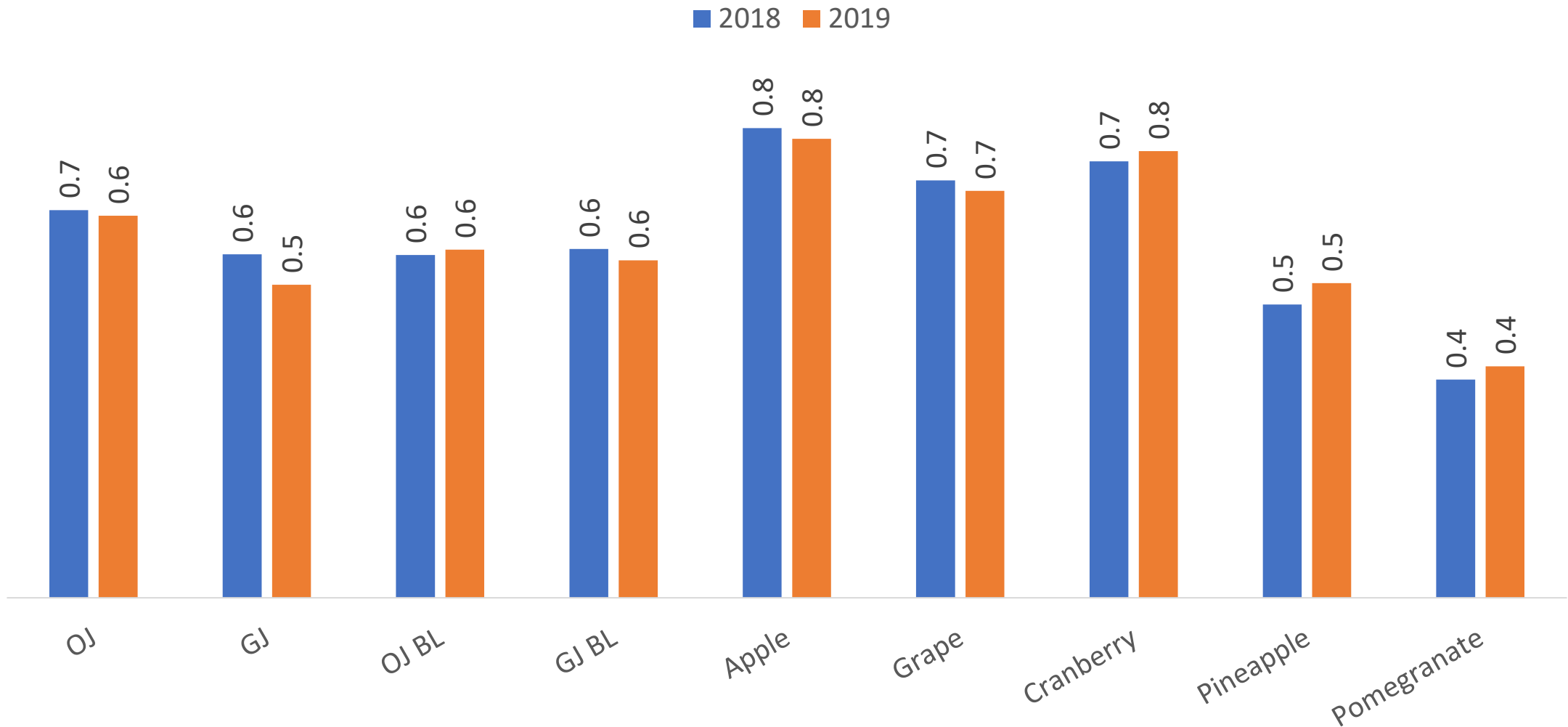
Source: Nielsen Homescan™ data for Y/E Dec 2019

100% Juice –Purchase Frequency



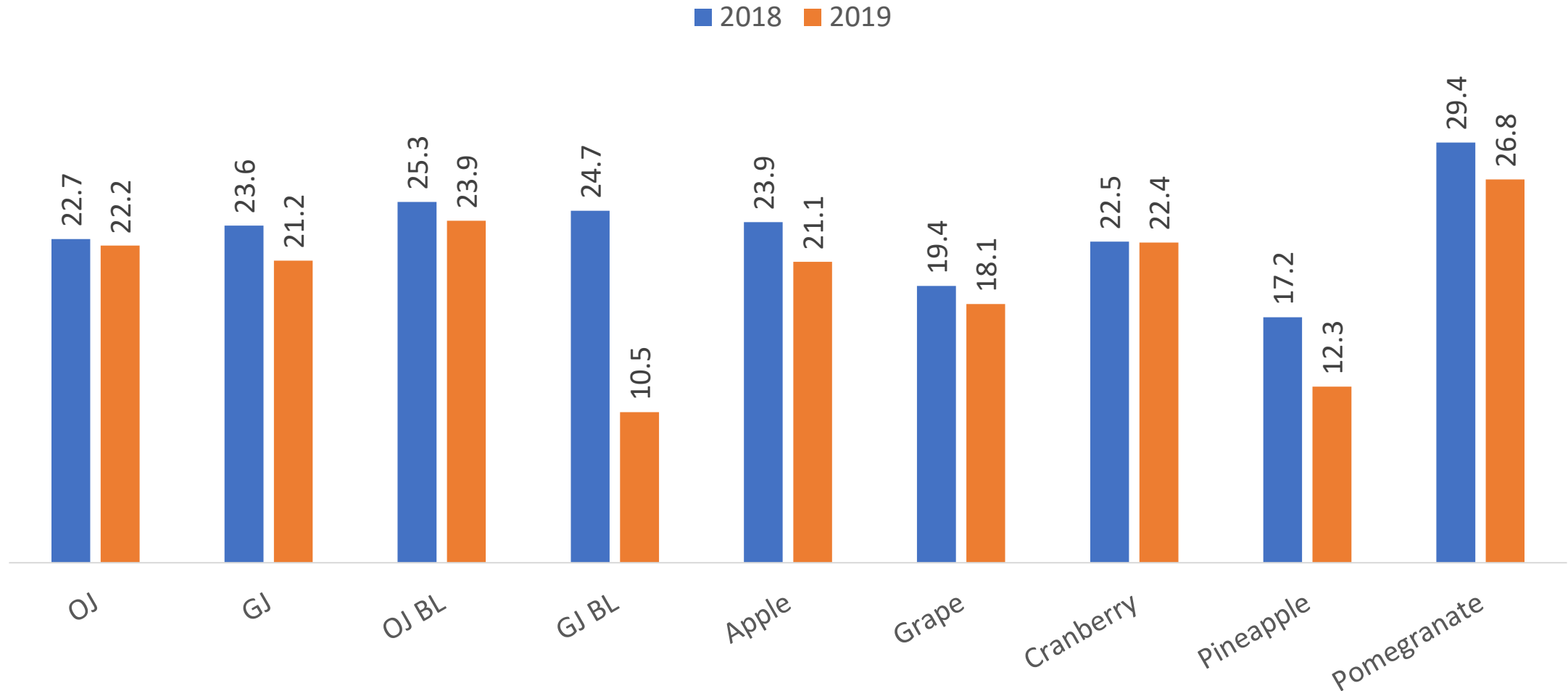
Source: Nielsen Homescan™ data for Y/E Dec 2019

100% Juice –Purchase Size



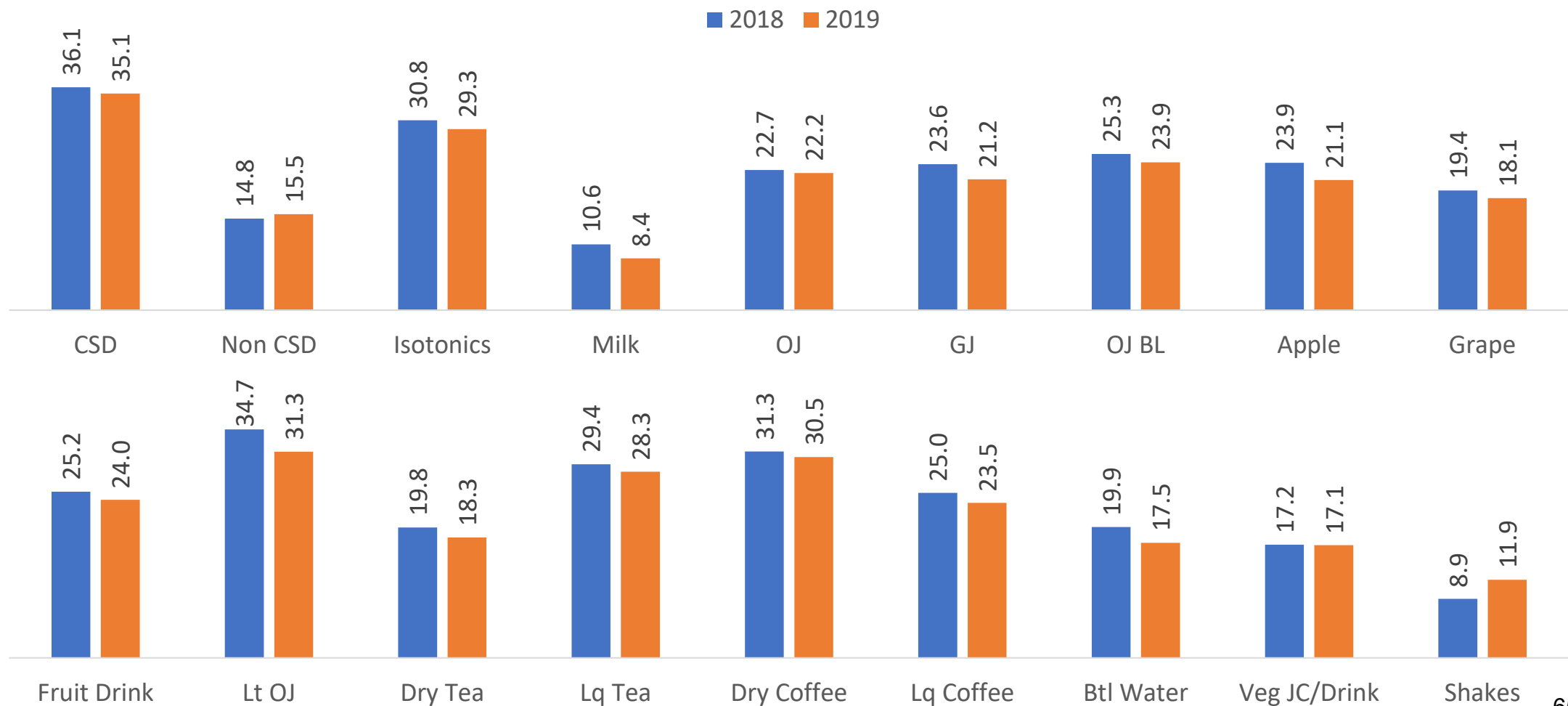
Source: Nielsen Homescan™ data for Y/E Dec 2019

100% Juice –% Purchased on Any Perceived Deal



Source: Nielsen Homescan™ data for Y/E Dec 2019

Beverages –% Purchased on Any Perceived Deal



Source: Nielsen Homescan™ data for Y/E Dec 2019

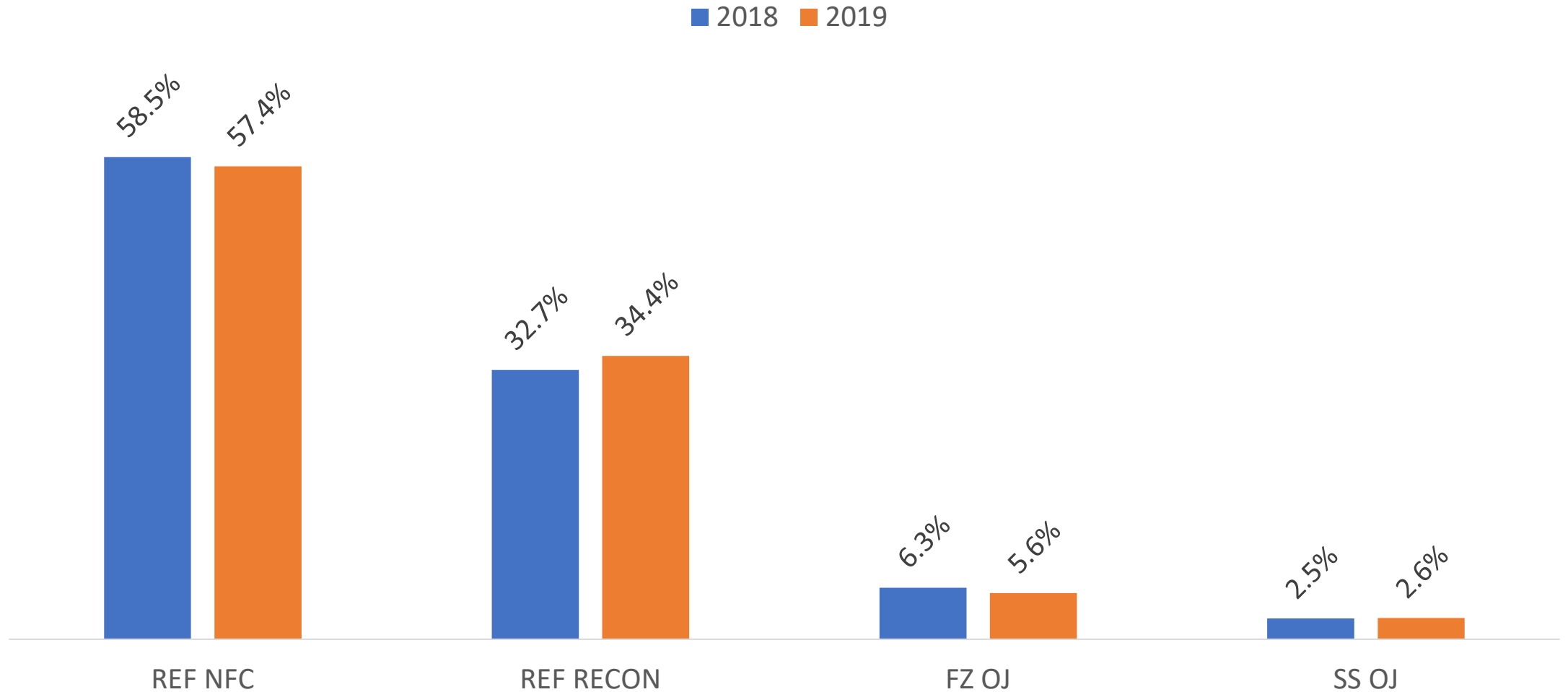
A stylized illustration featuring two light gray hands. The hand in the top left is holding a solid orange circle. The hand in the bottom right is also holding a solid orange circle. The text 'Orange Juice Purchasing Review' is centered between the two hands.

Orange Juice Purchasing Review

OJ HH Purchasing Trends

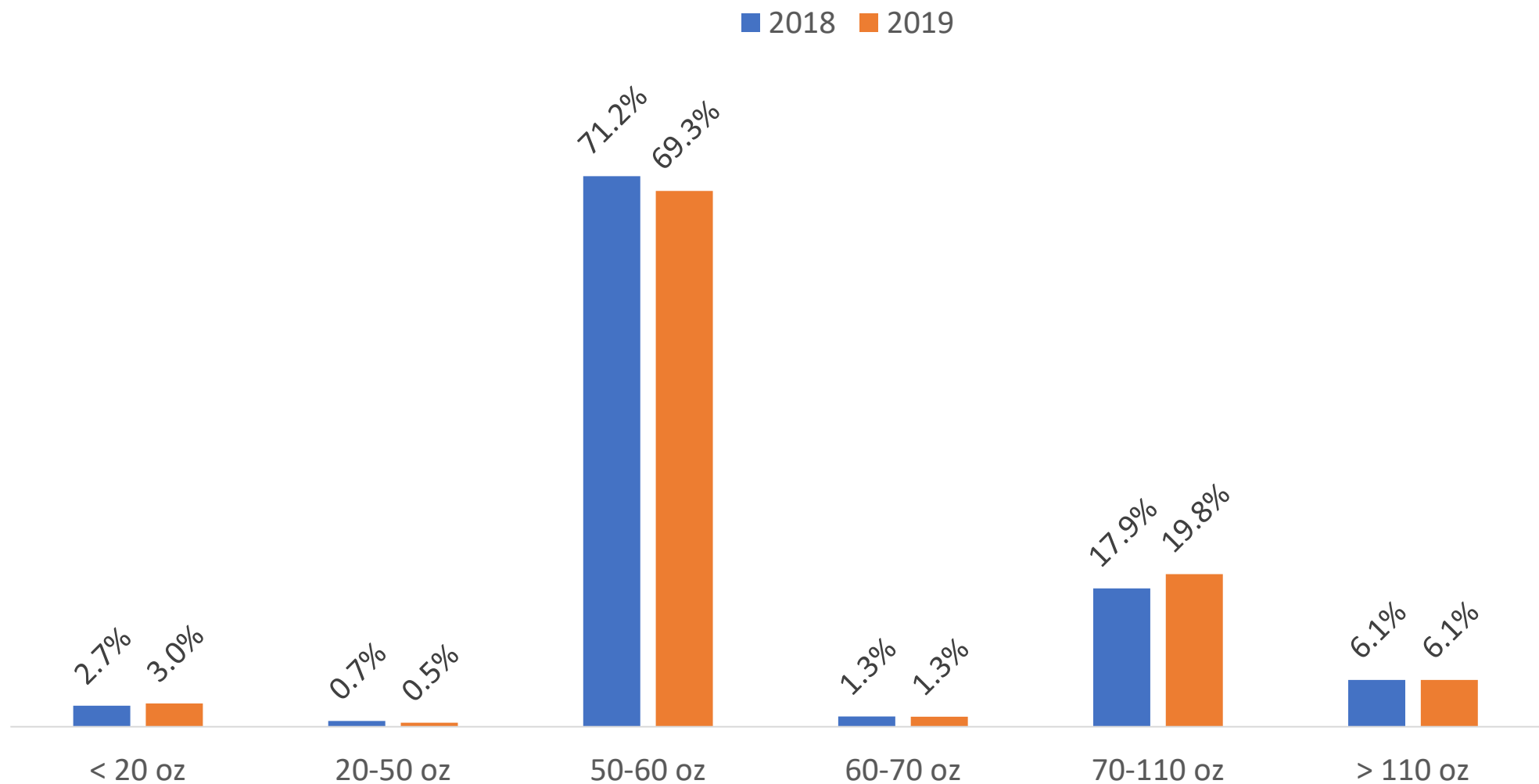
Year	Household Penetration	Buying Rate	Purchase Frequency	% Purchased on Perceived Deal
2010	68.6	5.9	7.9	31
2011	67.4	5.7	7.7	31
2012	65.1	5.6	7.7	30
2013	64.9	5.4	7.5	32
2014	62.4	5.2	7.3	31
2015	62.7	4.8	6.9	29
2016	61.3	4.6	6.6	28
2017	59.5	4.3	6.4	24
2018	56.9	4.1	6.2	23
2019	54.8	3.9	6.1	22

Orange Juice –% Share by Type



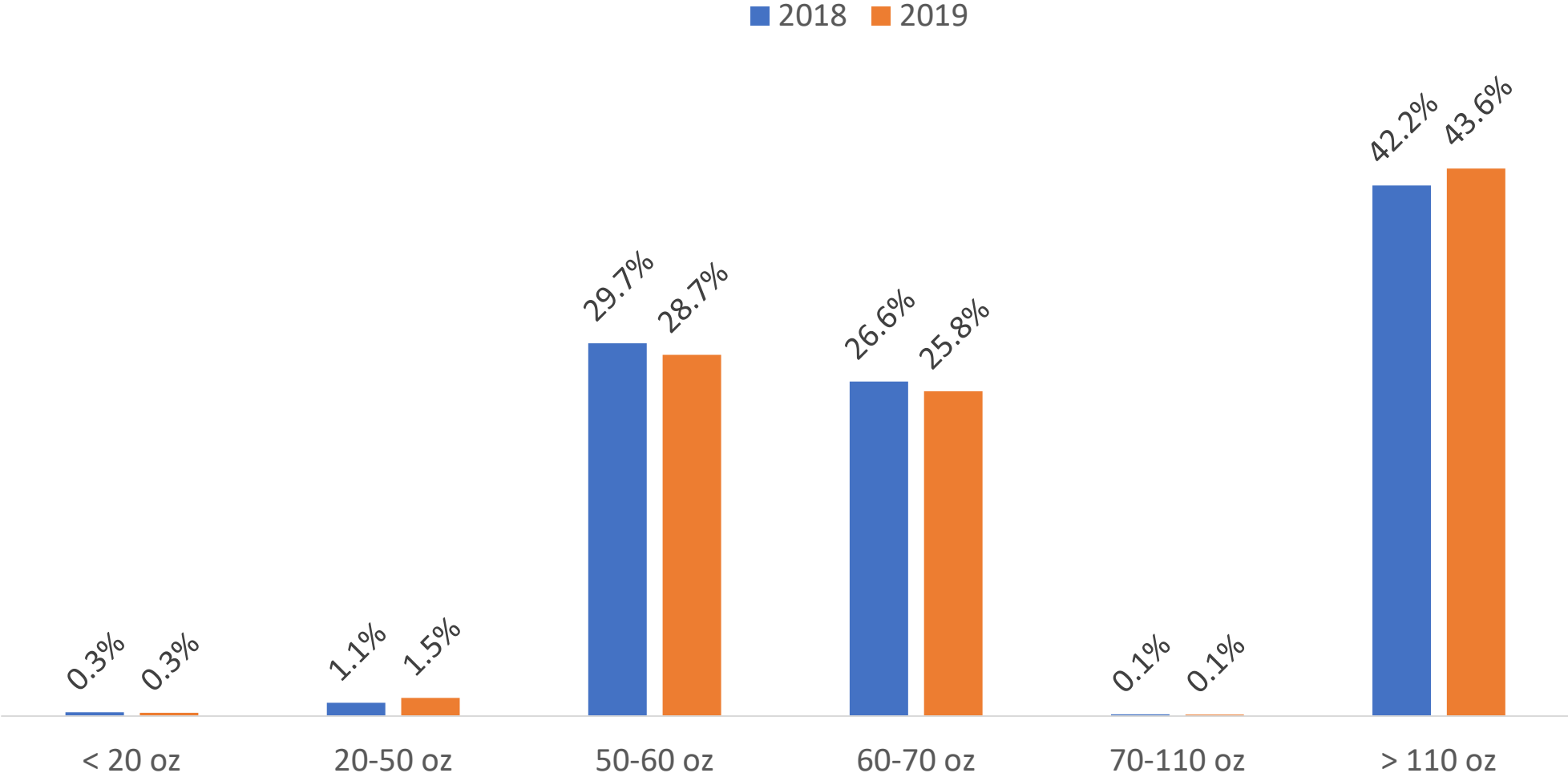
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF NFC % Share by Size



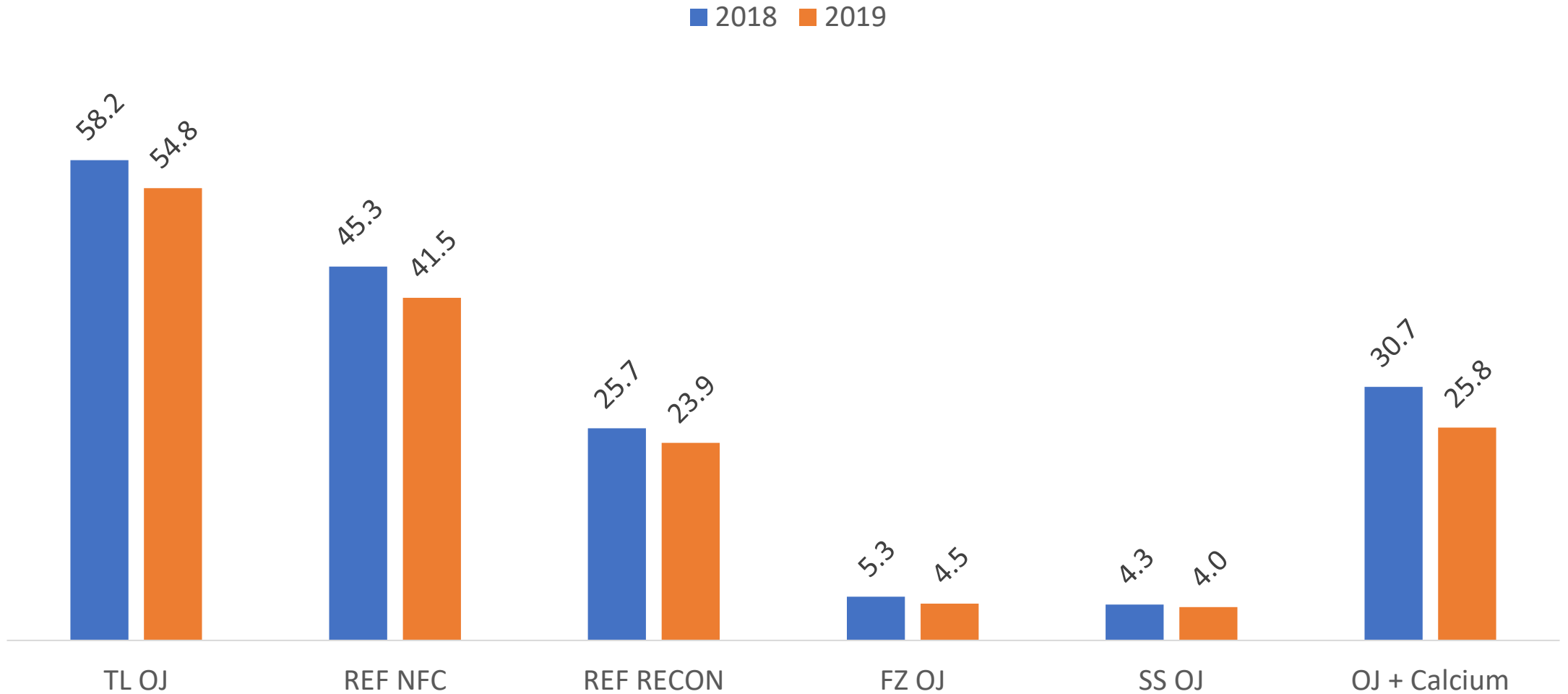
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF RECON % Share by Size



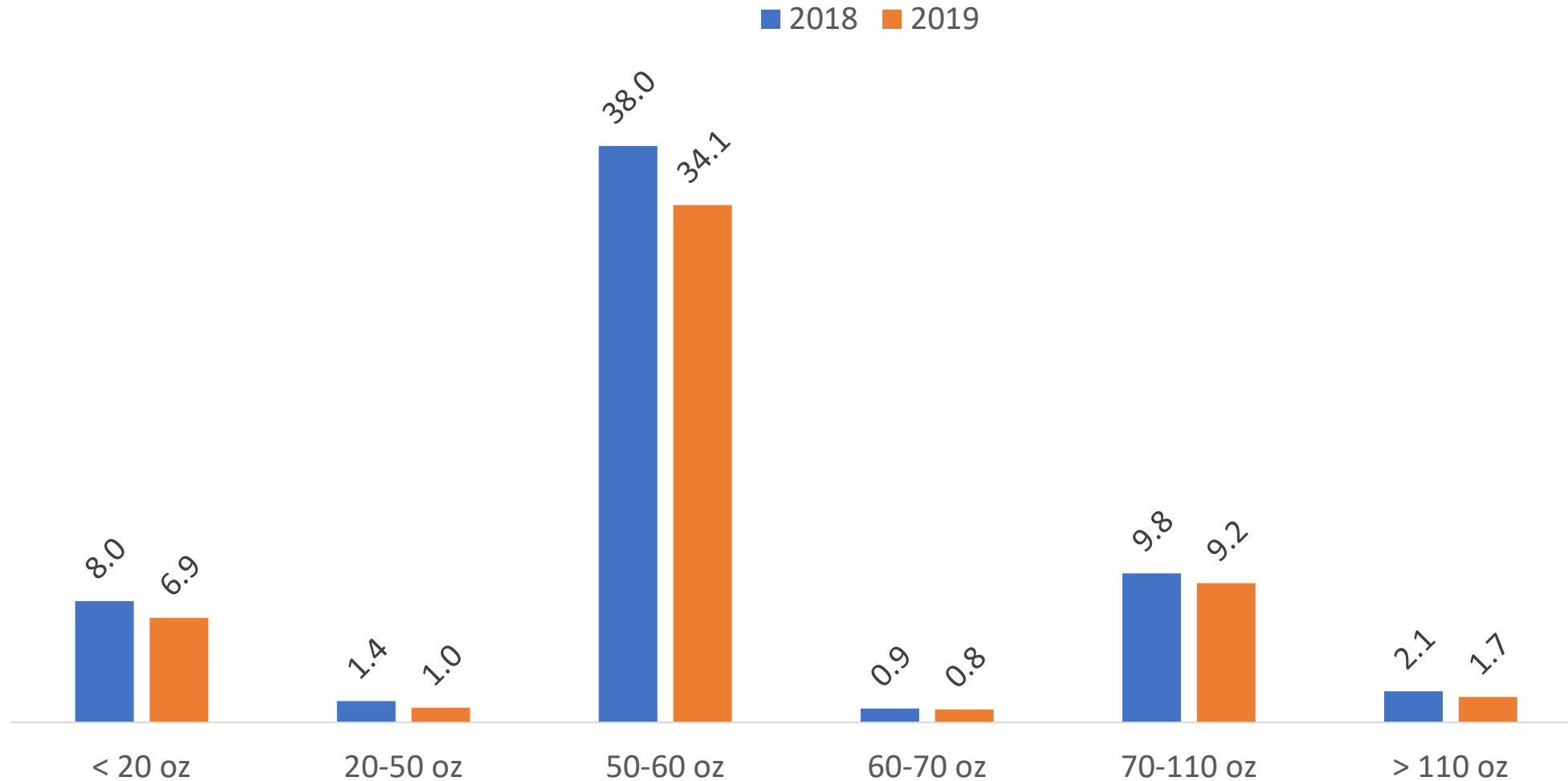
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – Penetration



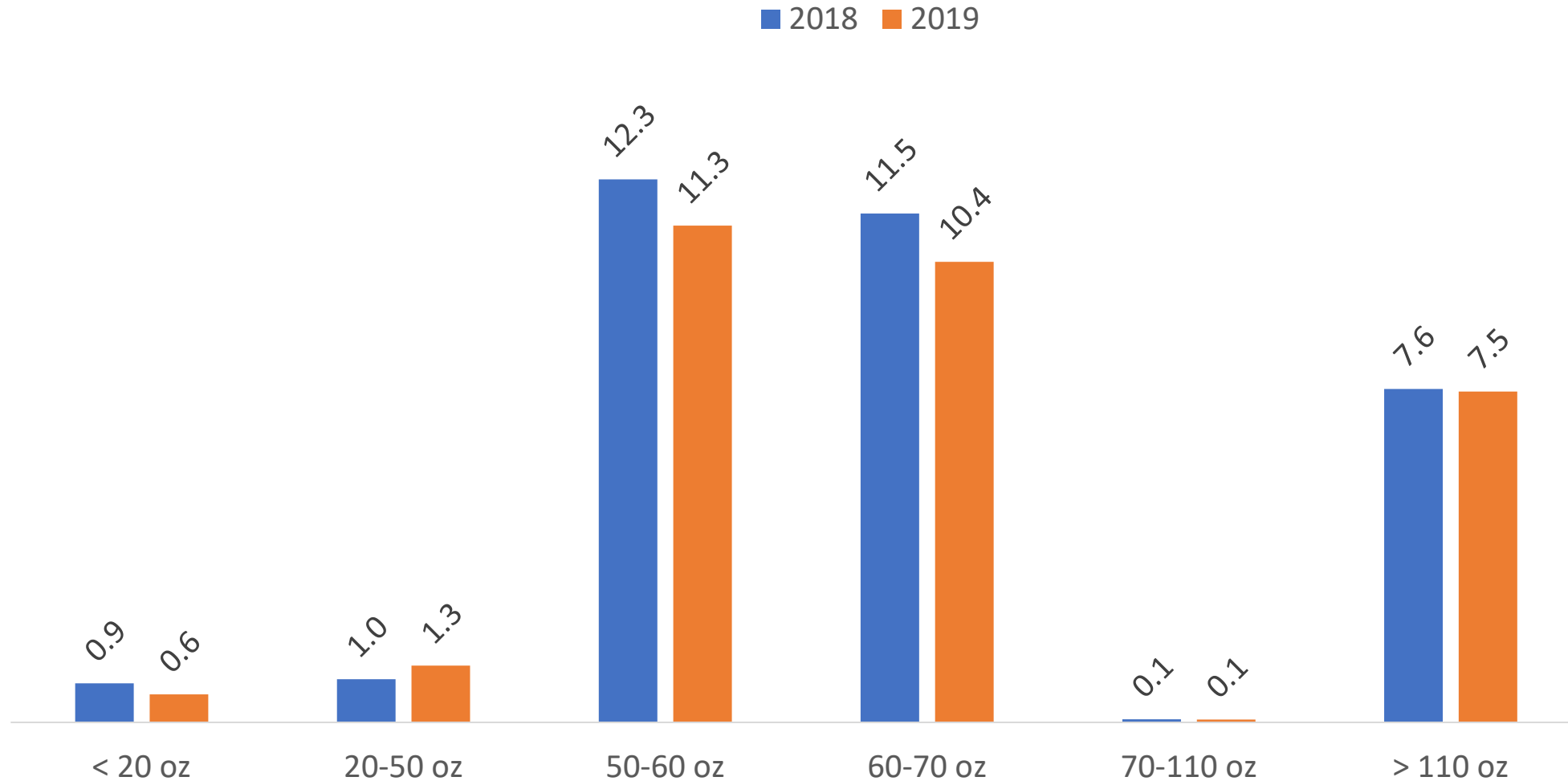
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF NFC Penetration by Container Size



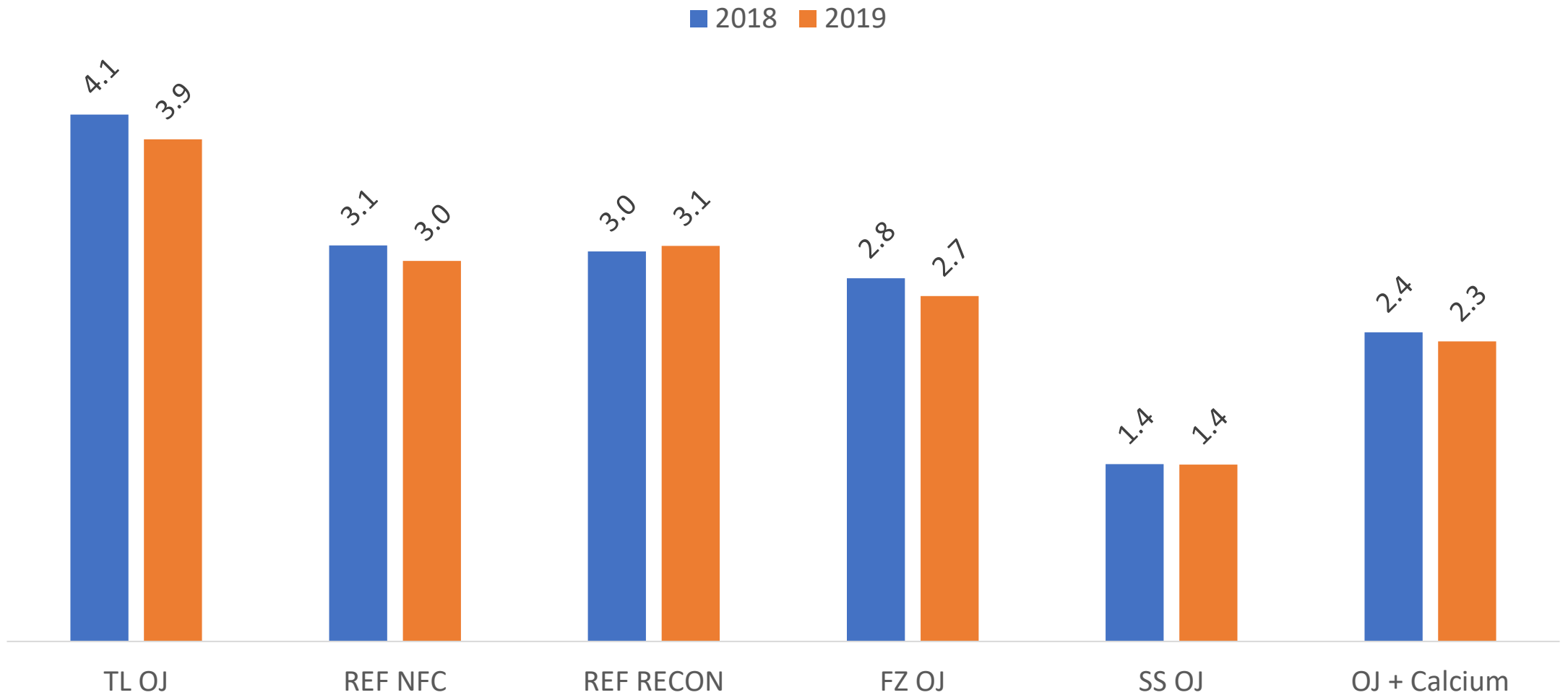
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF RECON Penetration by Container Size



Source: Nielsen Homescan™ data for Y/E Dec 2019

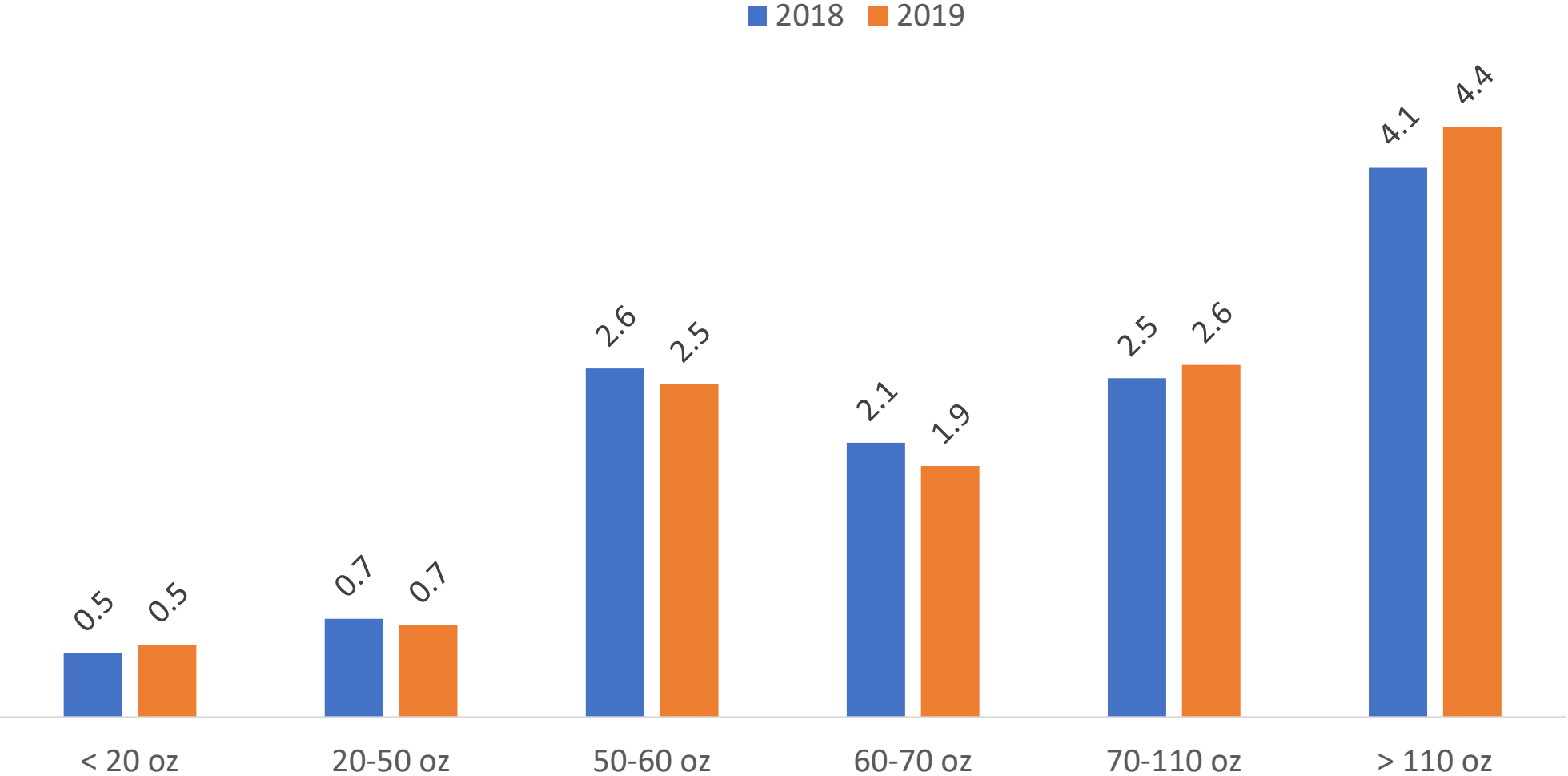
Orange Juice –Buying Rate



Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF NFC

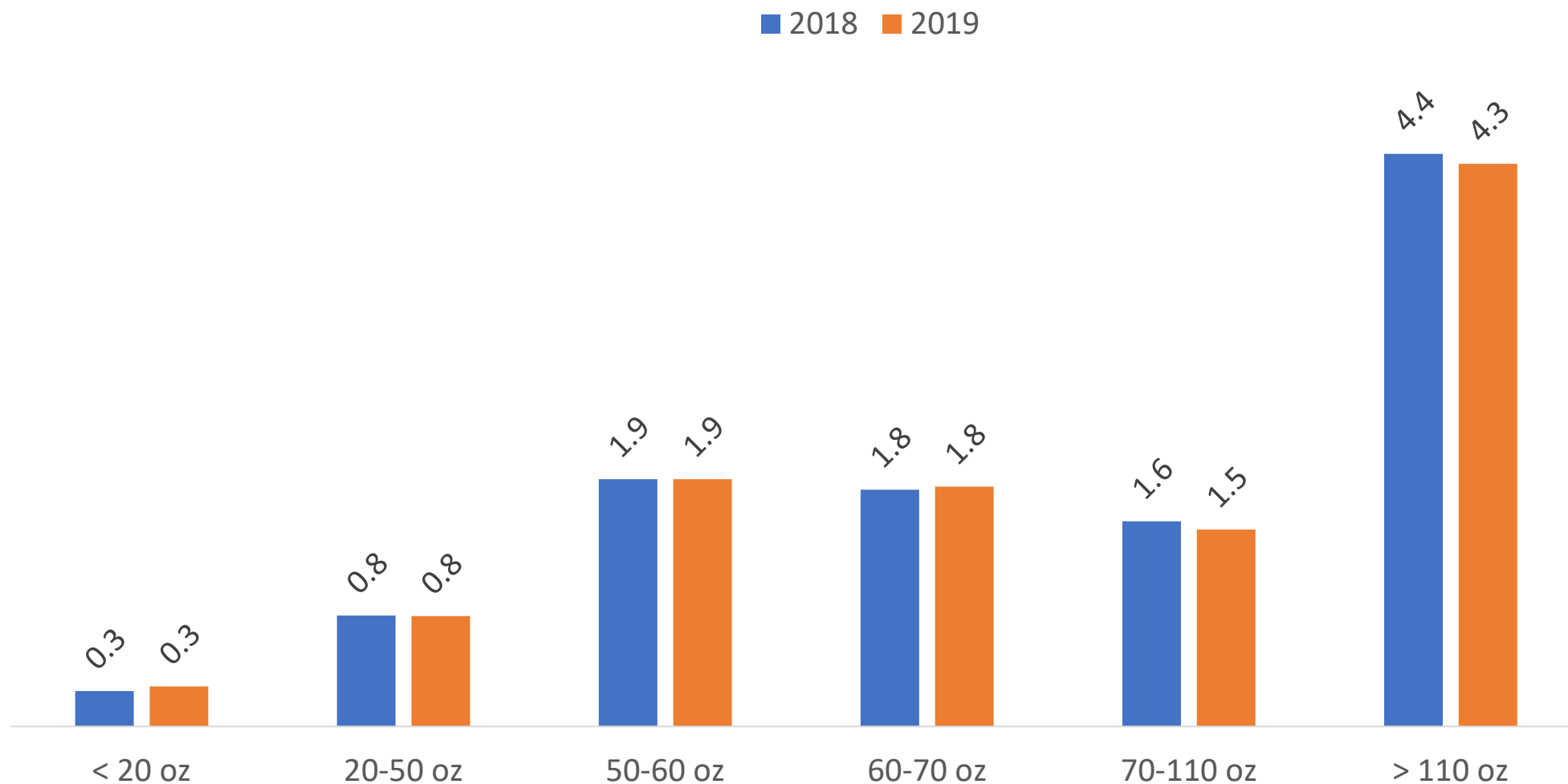
Buying Rate by Size



Source: Nielsen Homescan™ data for Y/E Dec 2019

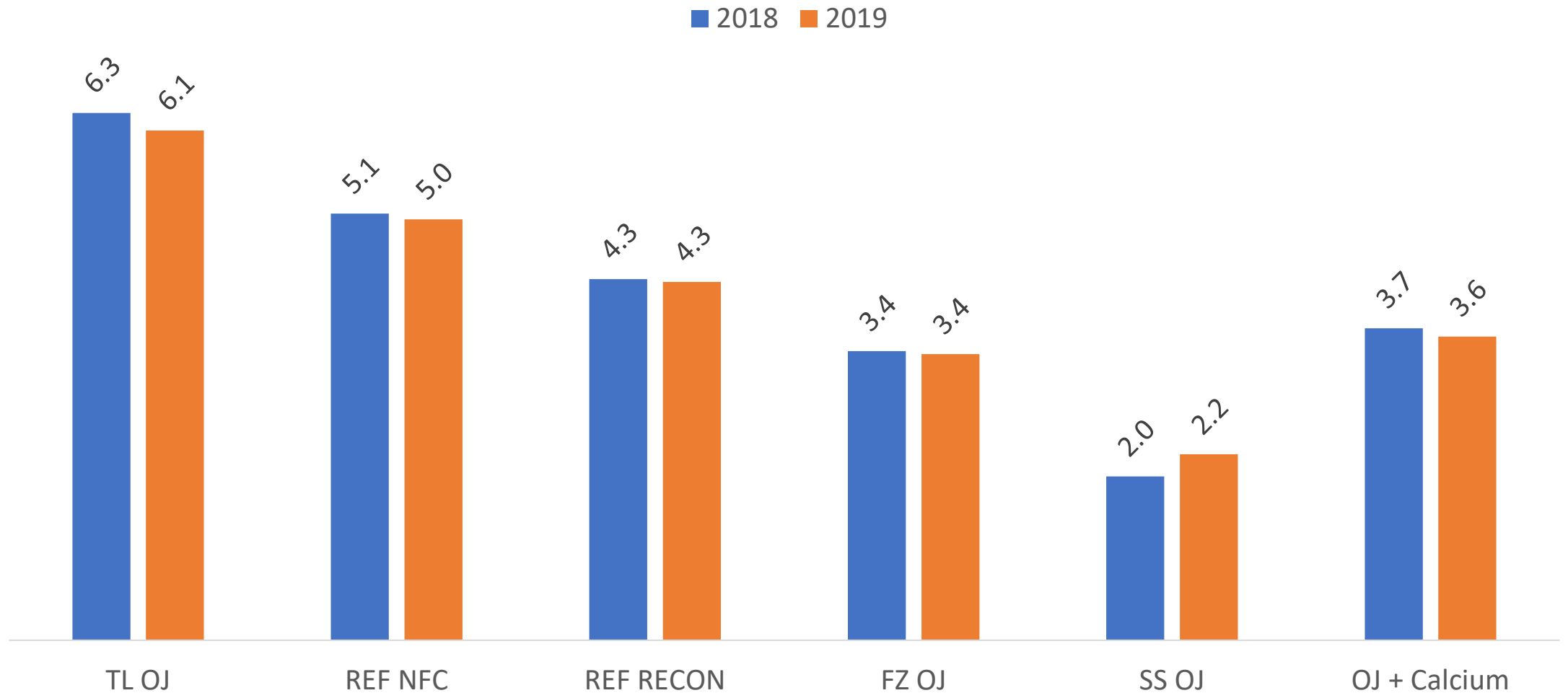
Orange Juice – REF RECON

Buying Rate by Size



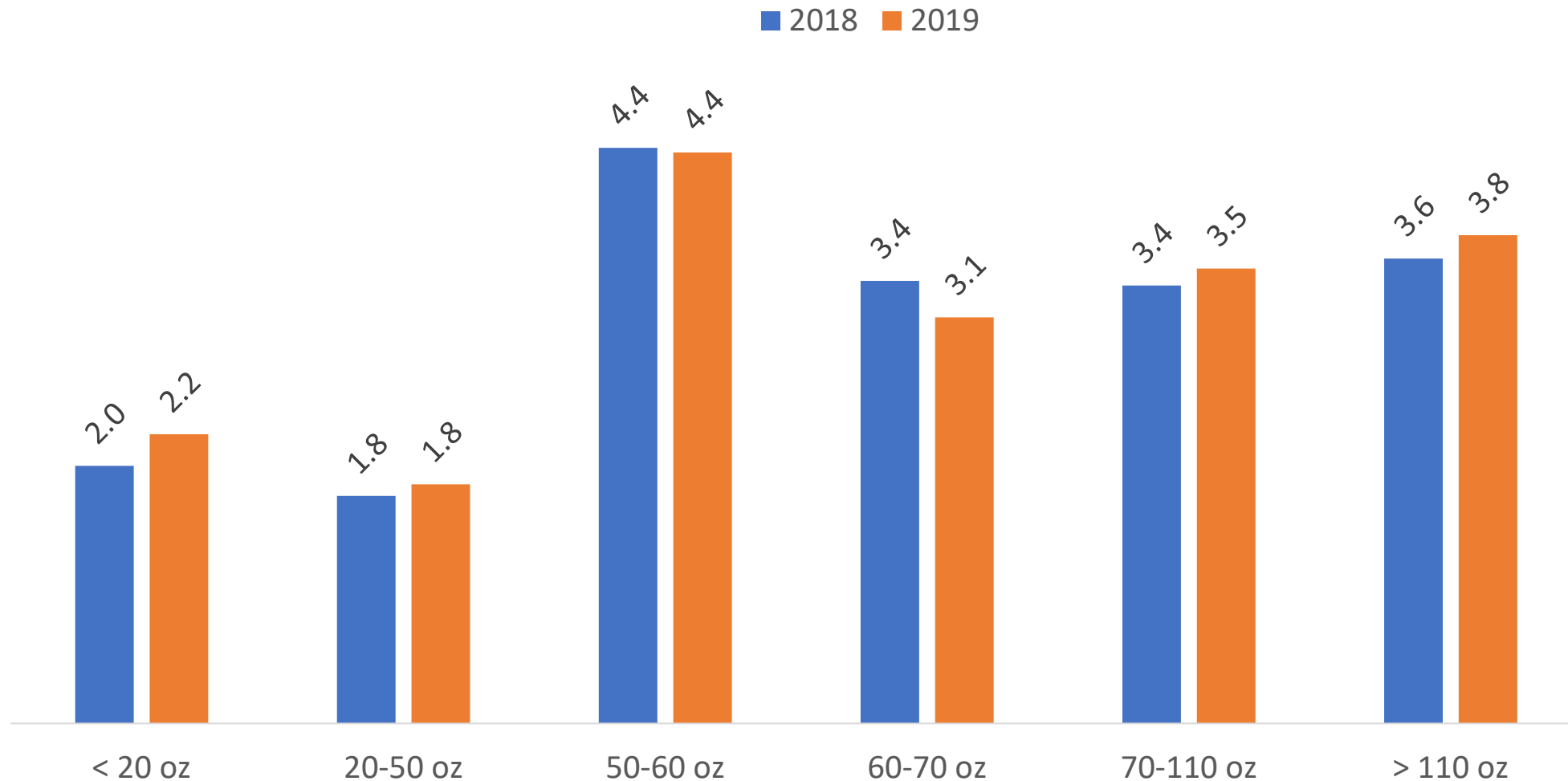
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice –Purchase Frequency



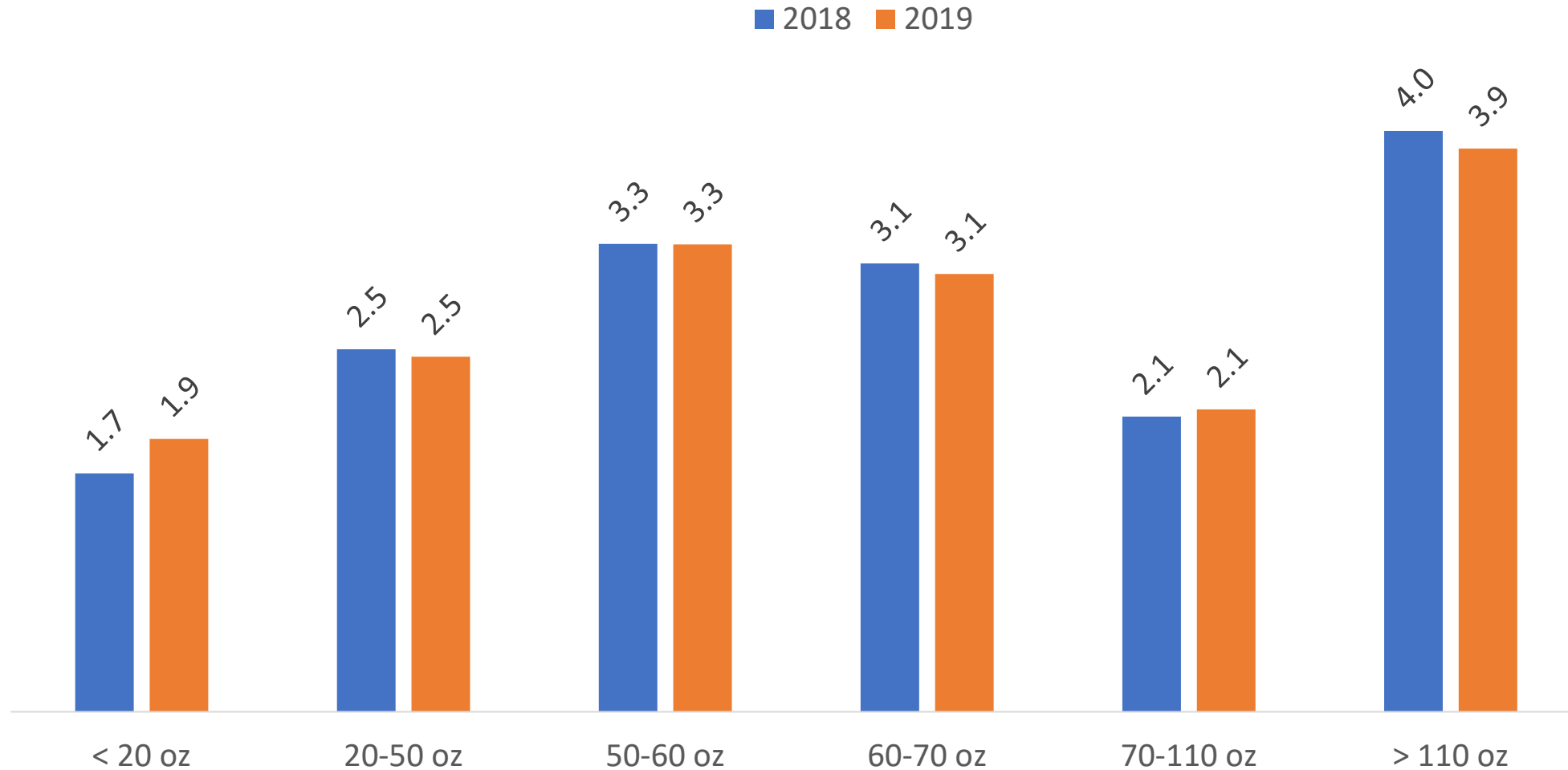
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF NFC Purchase Frequency by Size



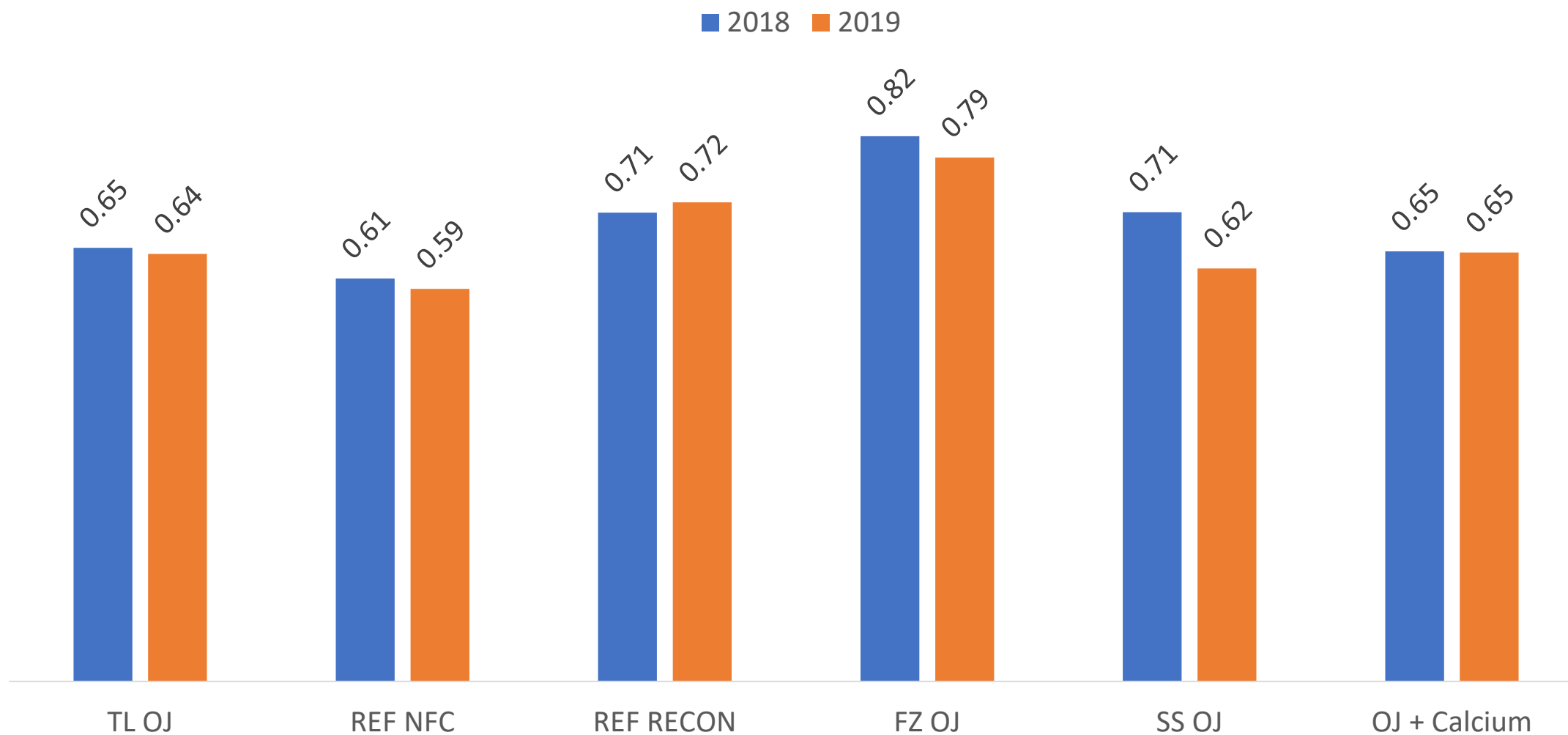
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF RECON Purchase Frequency by Size



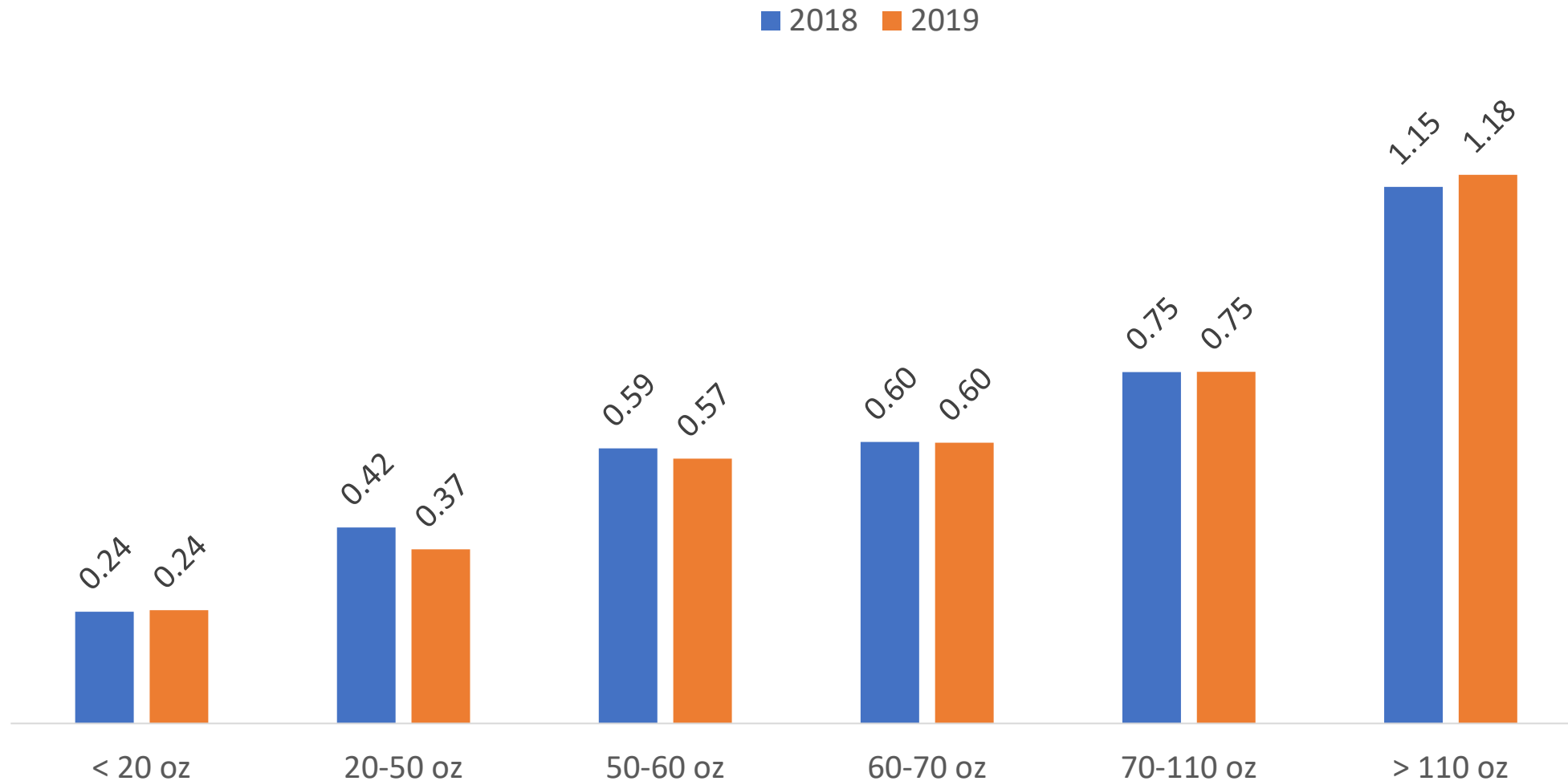
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice –Purchase Size



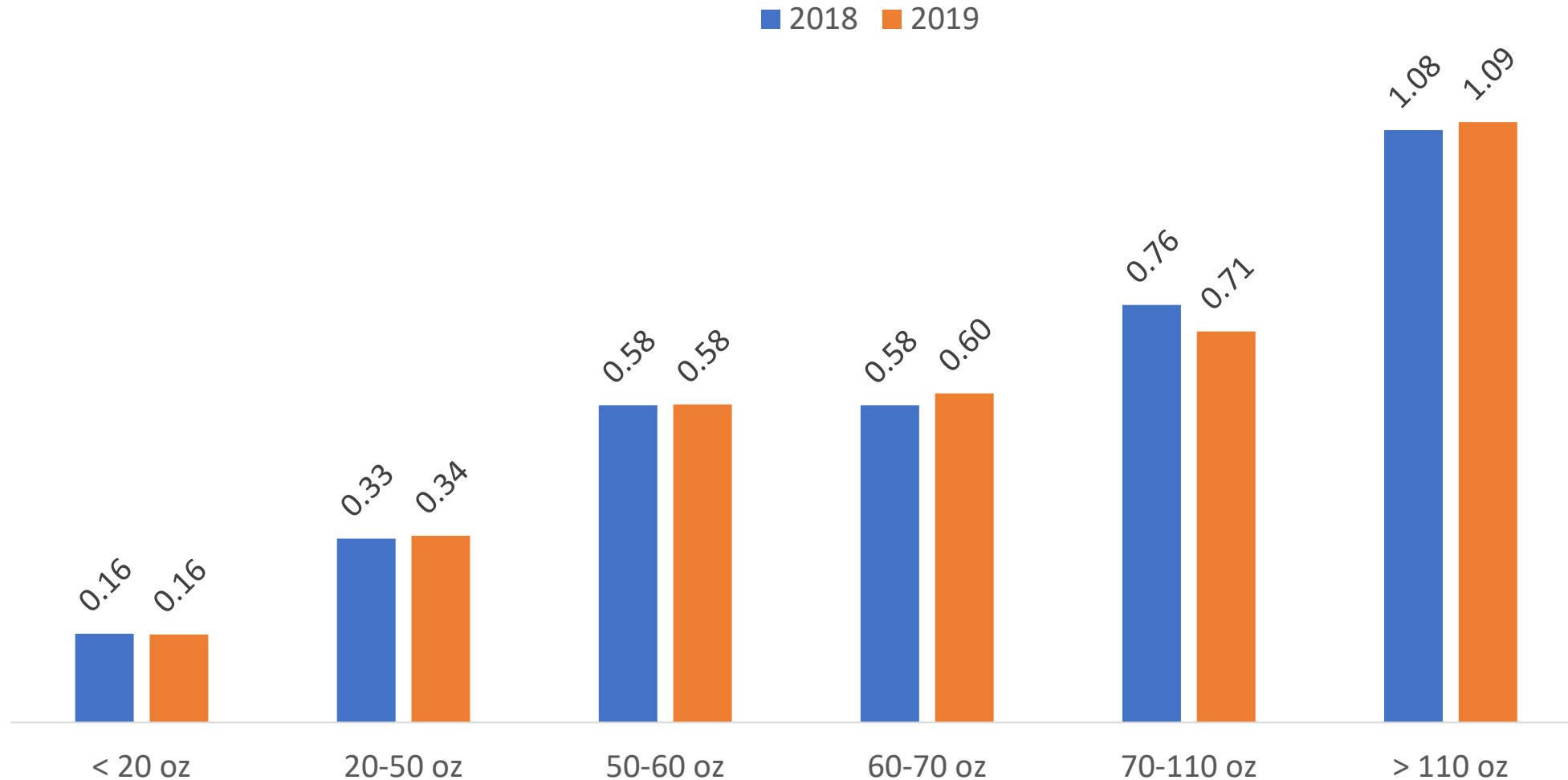
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF NFC Purchase Size by Container Size



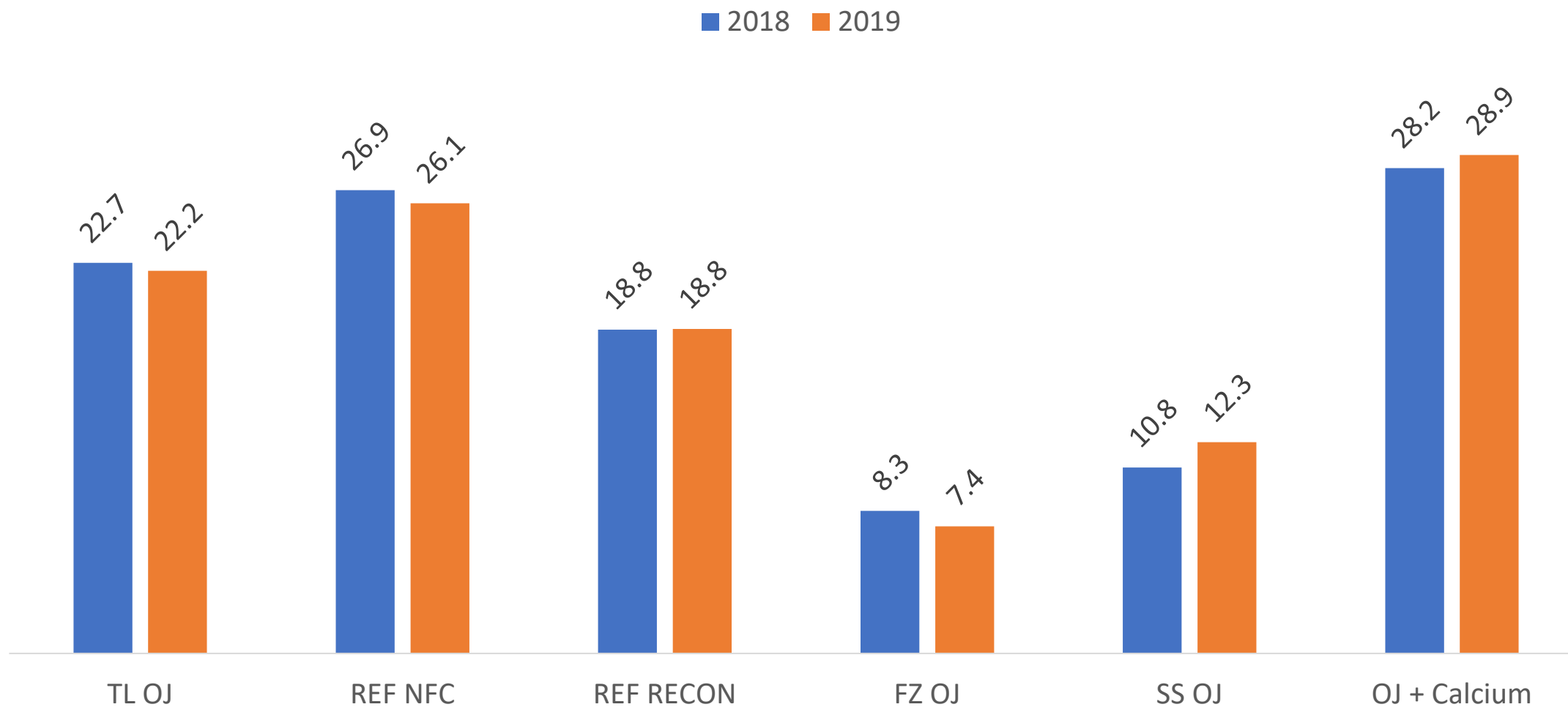
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – REF RECON Purchase Size by Container Size



Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice –% Purchased on Any Perceived Deal



Source: Nielsen Homescan™ data for Y/E Dec 2019

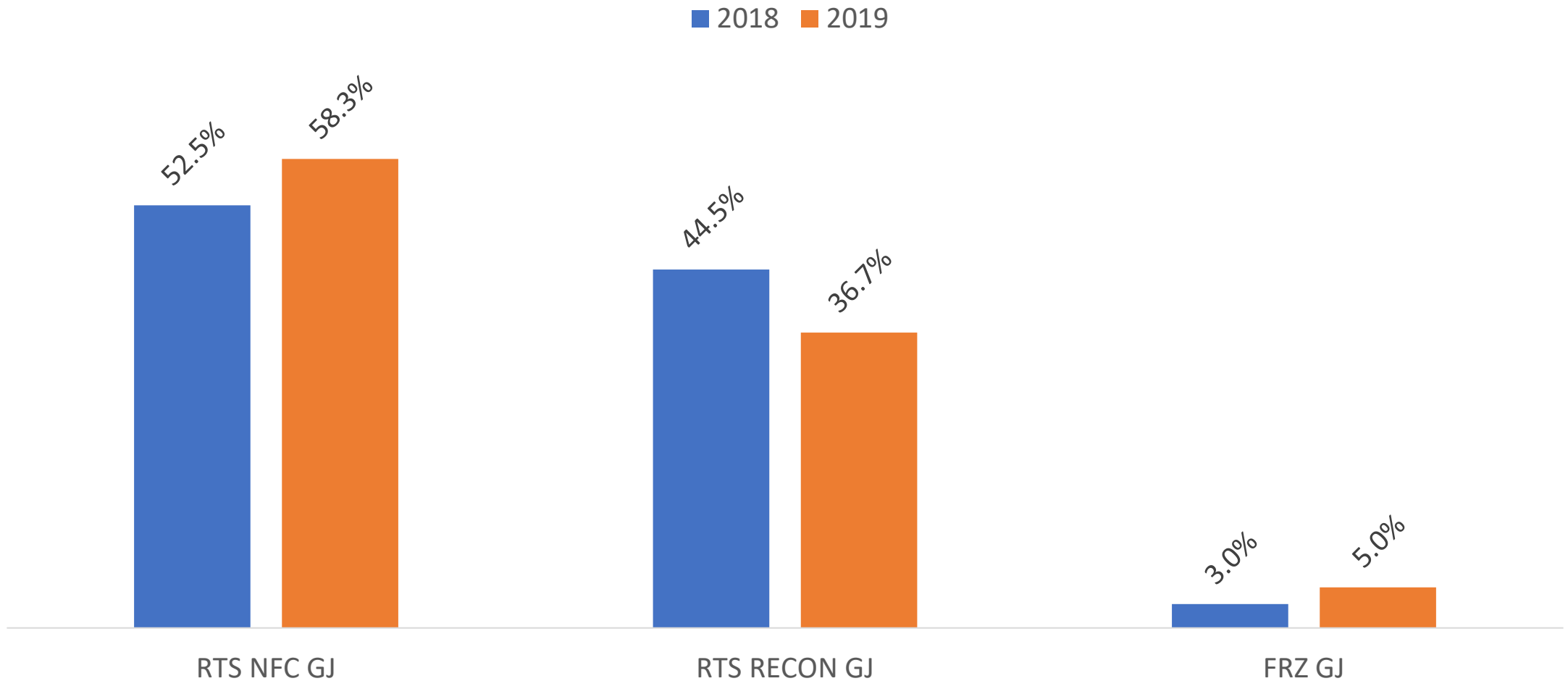


Grapefruit Juice Purchasing Review

GJ HH Purchasing Trends

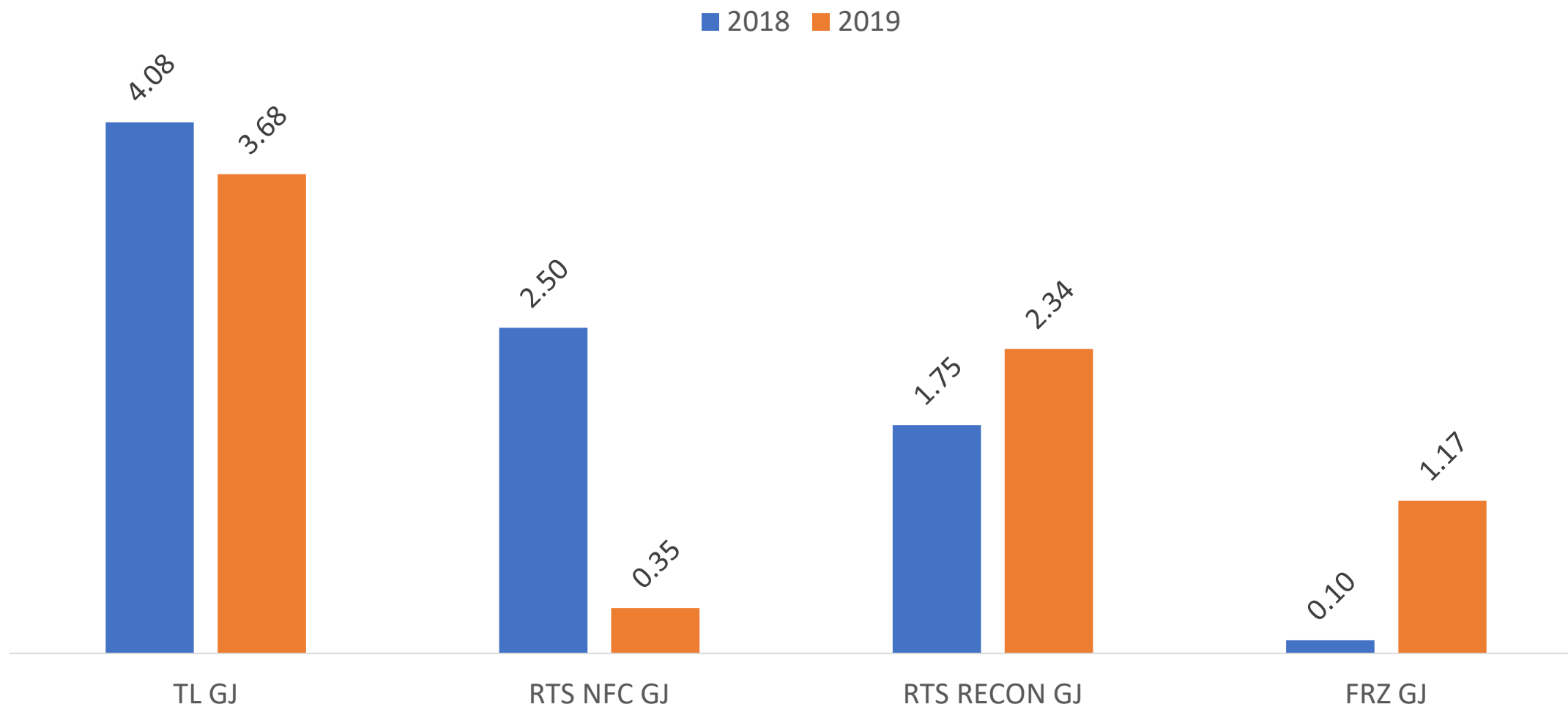
Year	Household Penetration	Buying Rate	Purchase Frequency	% Purchased on Perceived Deal
2010	6.2	2.0	3.0	25
2011	5.5	2.0	3.2	24
2012	5.5	1.9	2.9	24
2013	5.1	1.9	2.9	25
2014	4.7	1.8	2.9	27
2015	4.2	2.0	3.2	27
2016	4.3	1.9	3.1	28
2017	4.2	1.7	2.8	29
2018	3.9	1.7	2.9	28
2019	3.7	1.6	3.0	21

Grapefruit Juice –% Share



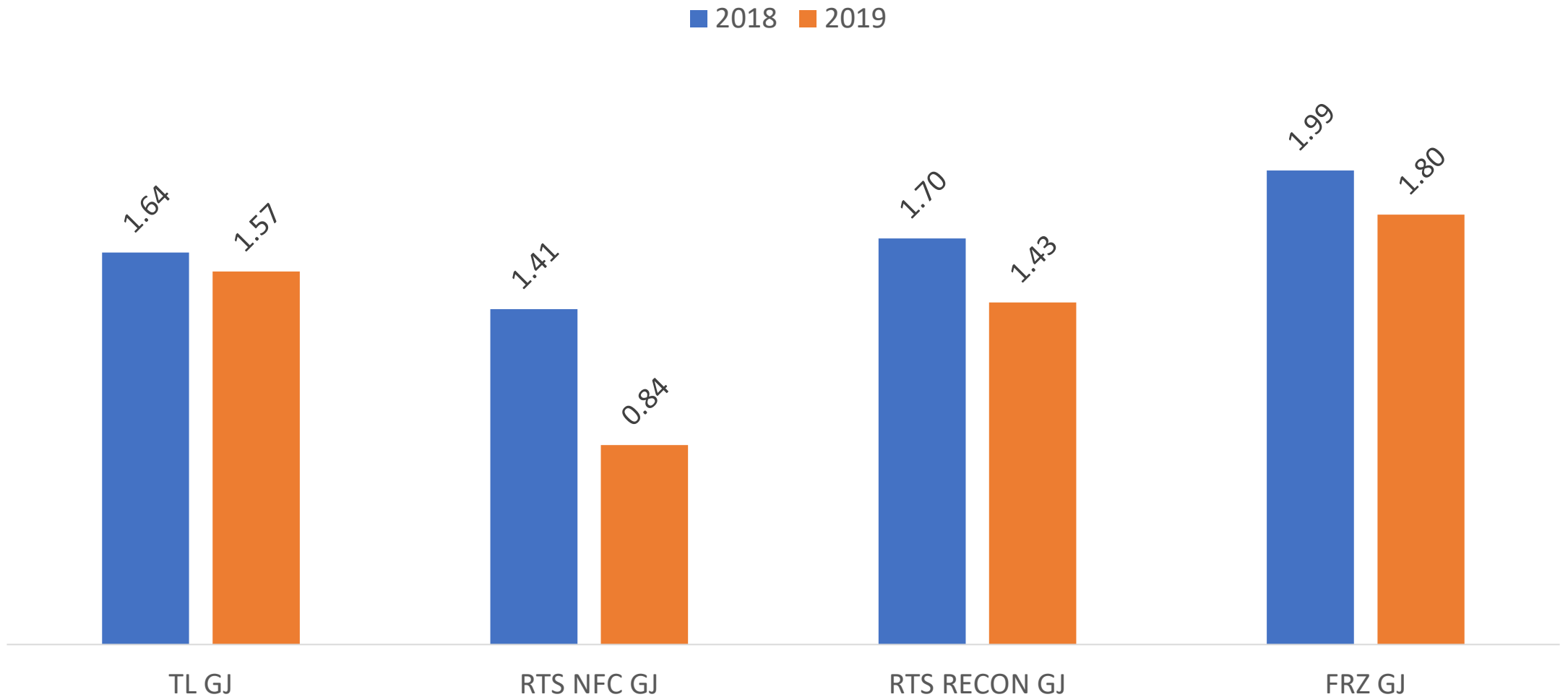
Source: Nielsen Homescan™ data for Y/E Dec 2019

Grapefruit Juice – Penetration



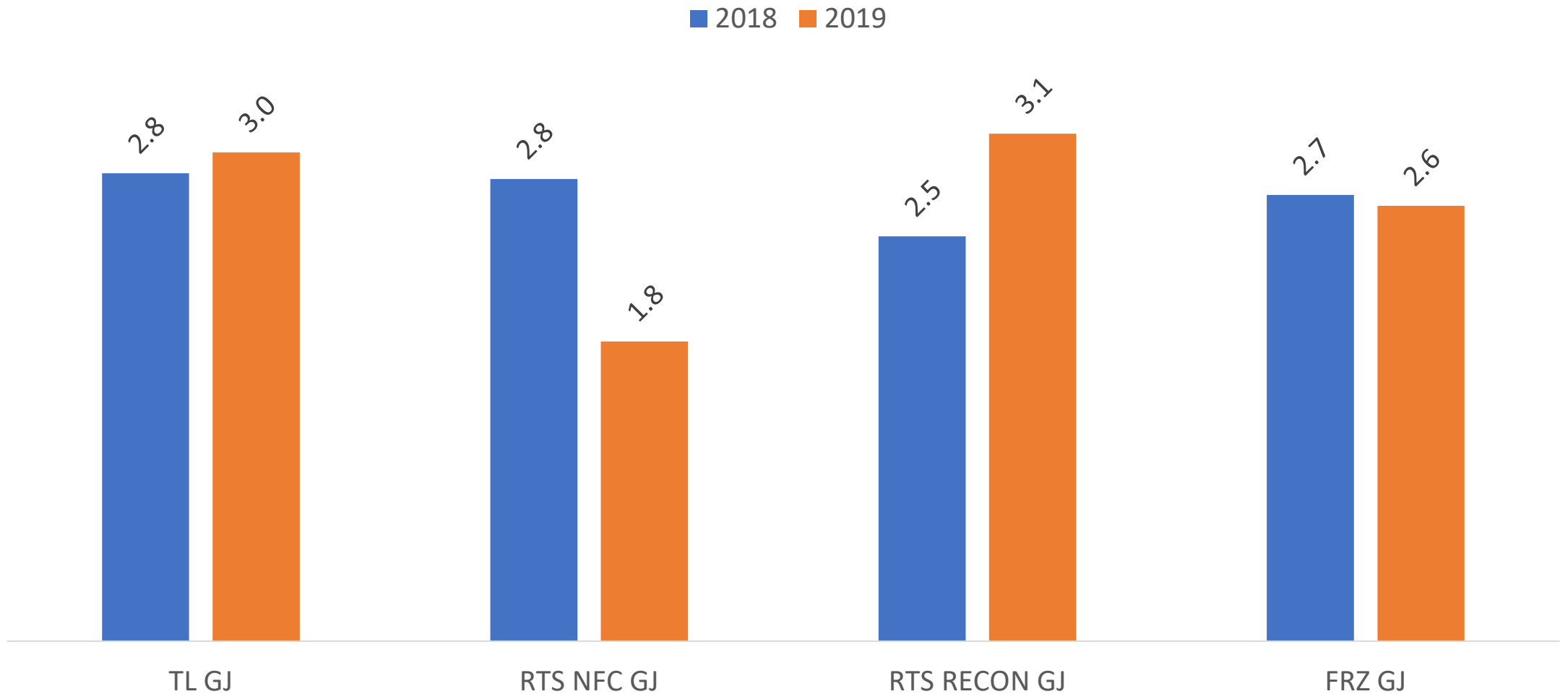
Source: Nielsen Homescan™ data for Y/E Dec 2019

Grapefruit Juice – Buying Rate



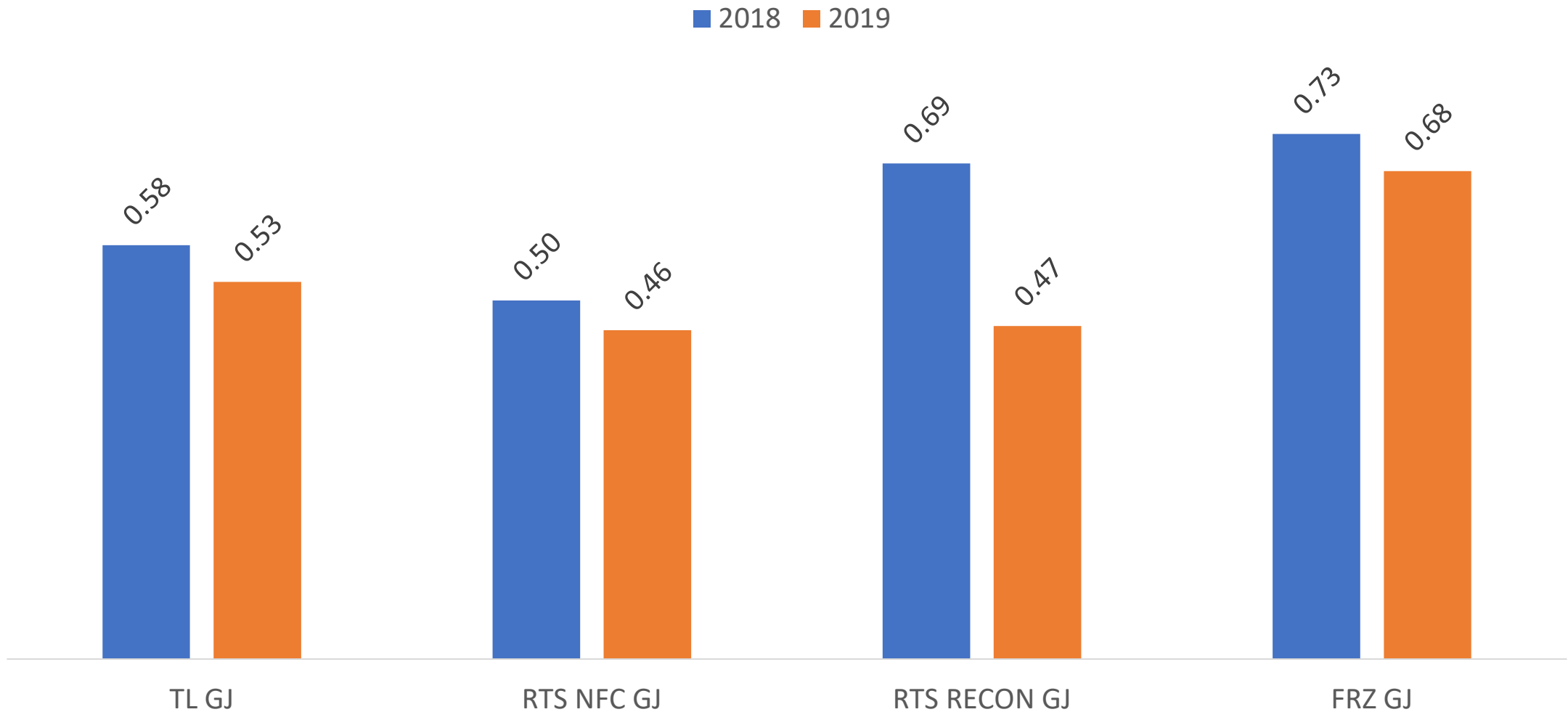
Source: Nielsen Homescan™ data for Y/E Dec 2019

Grapefruit Juice – Purchase Frequency



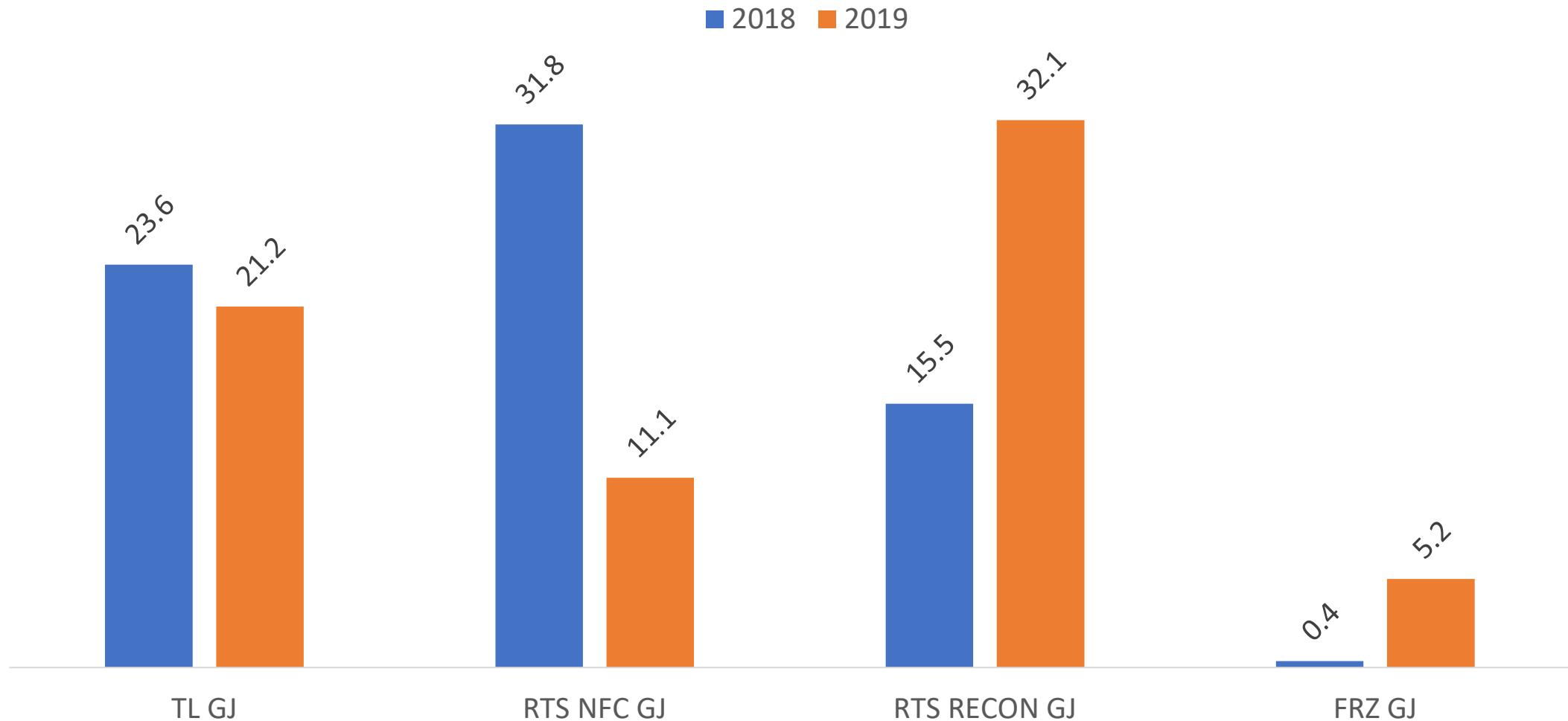
Source: Nielsen Homescan™ data for Y/E Dec 2019

Grapefruit Juice – Purchase Size



Source: Nielsen Homescan™ data for Y/E Dec 2019

Grapefruit Juice –% Purchased on Any Perceived Deal

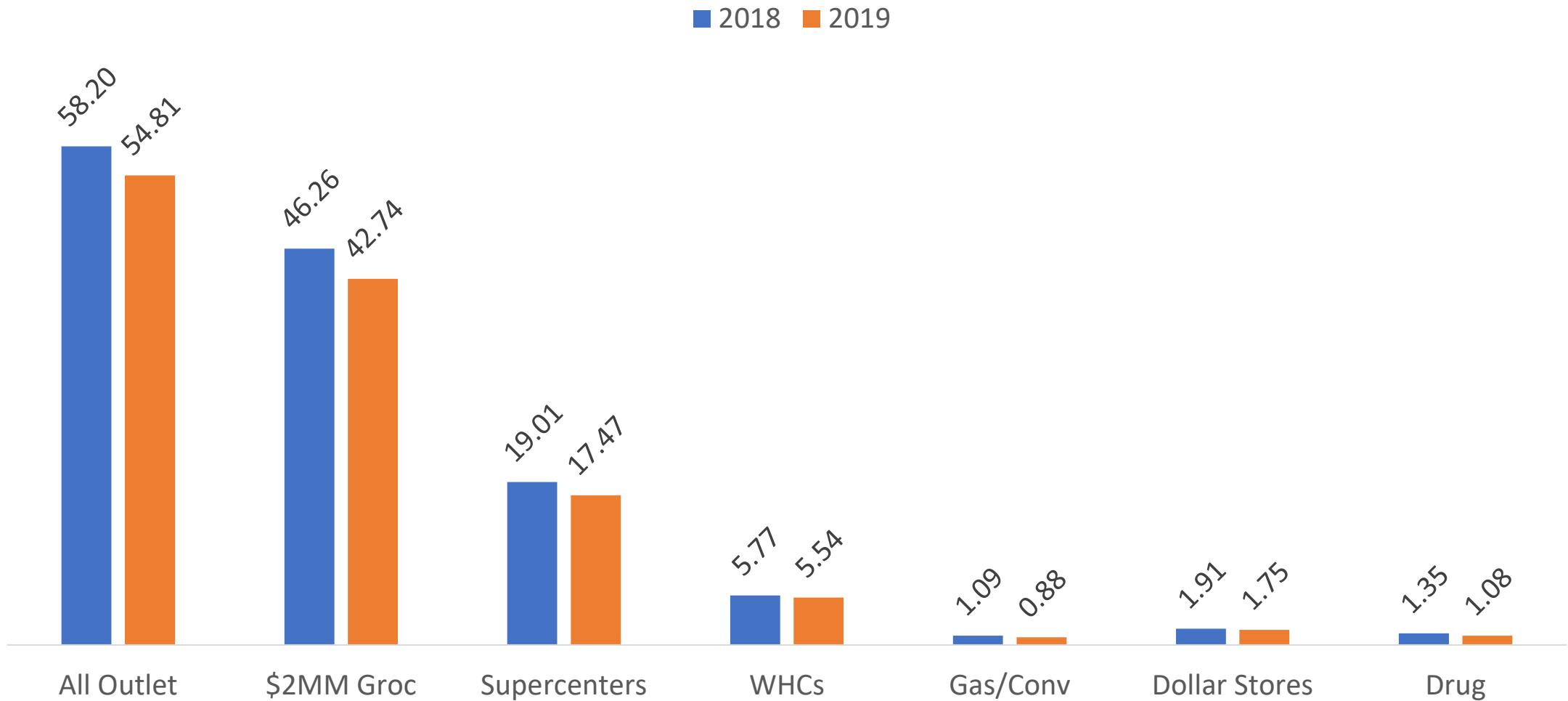


Source: Nielsen Homescan™ data for Y/E Dec 2019



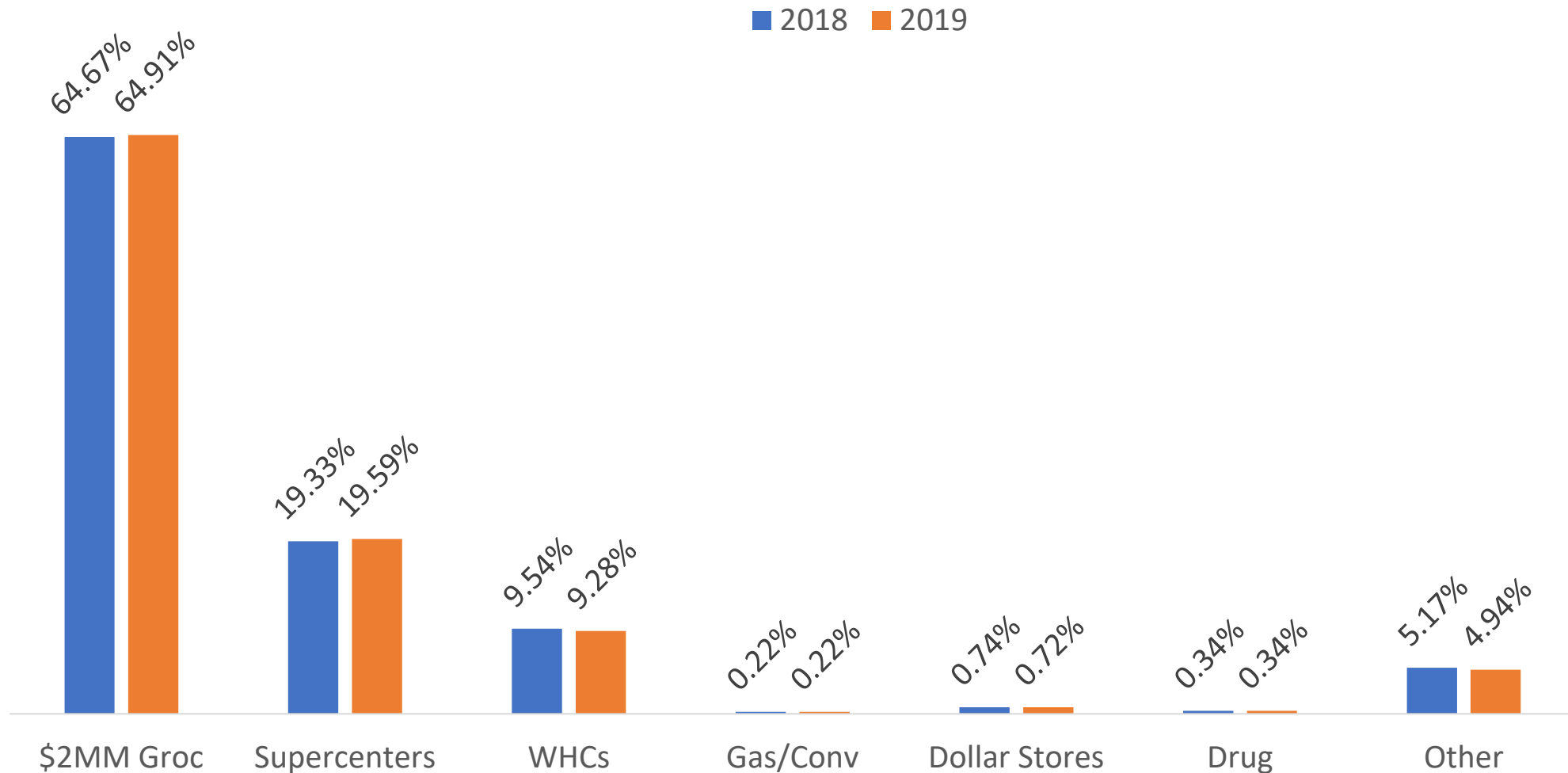
Orange Juice Purchasing by Channel of Trade

Orange Juice –Penetration by Channel



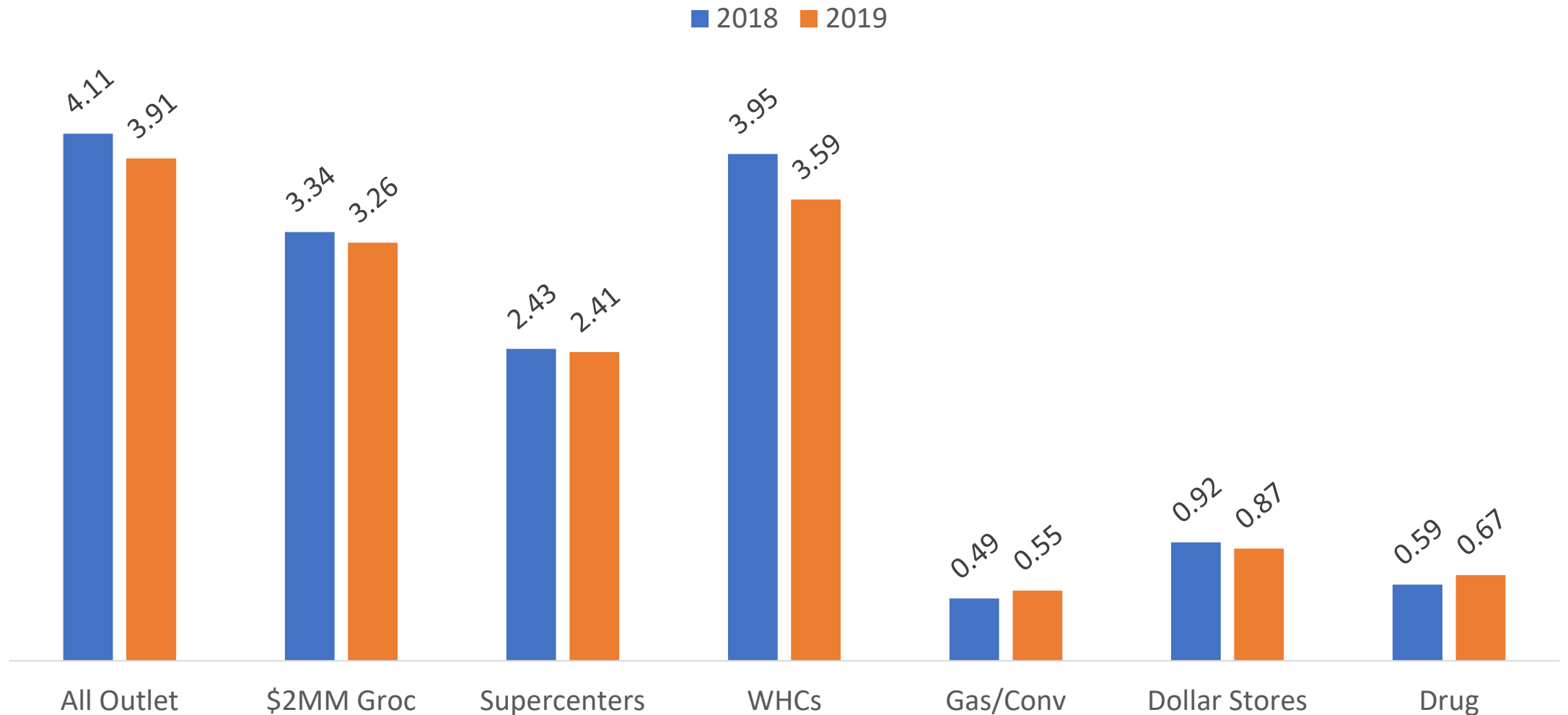
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice – Volume Share by Channel



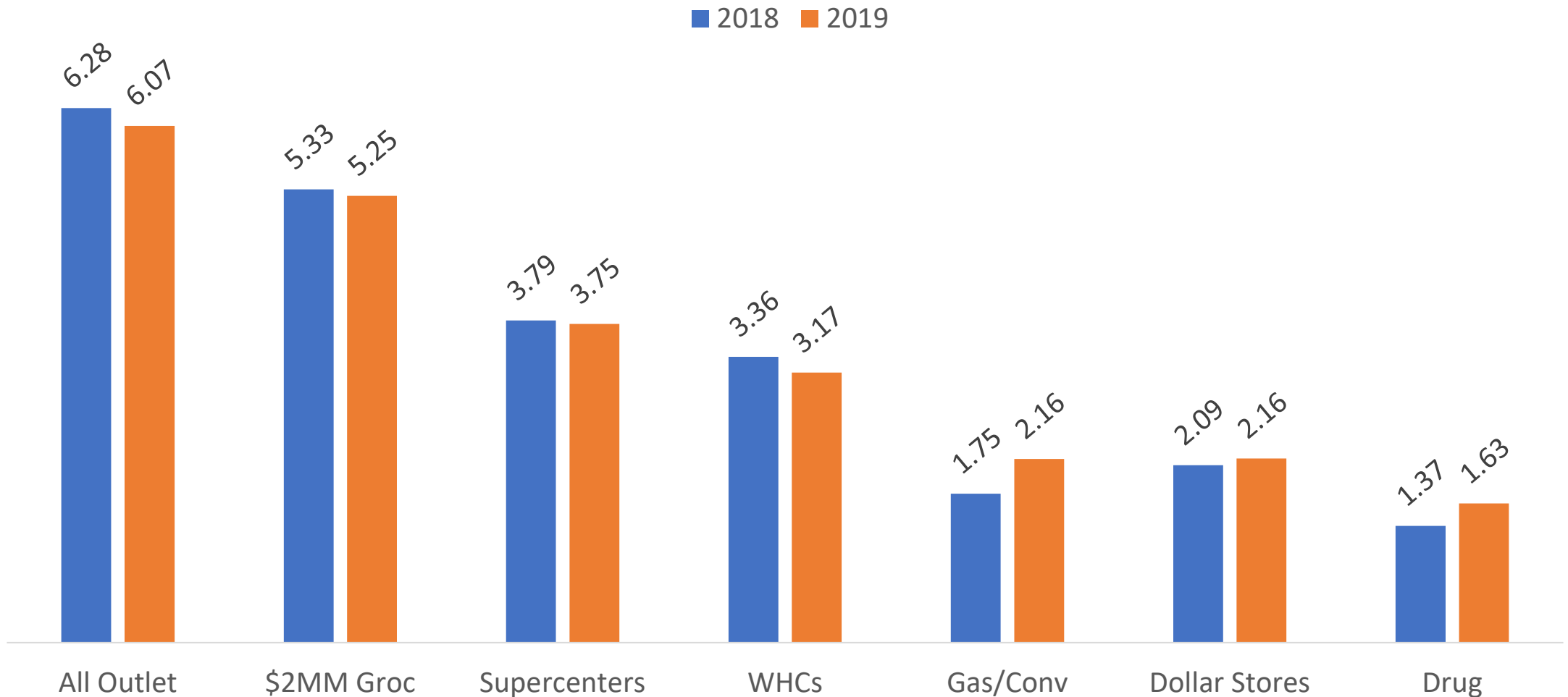
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice –Buying Rate by Channel



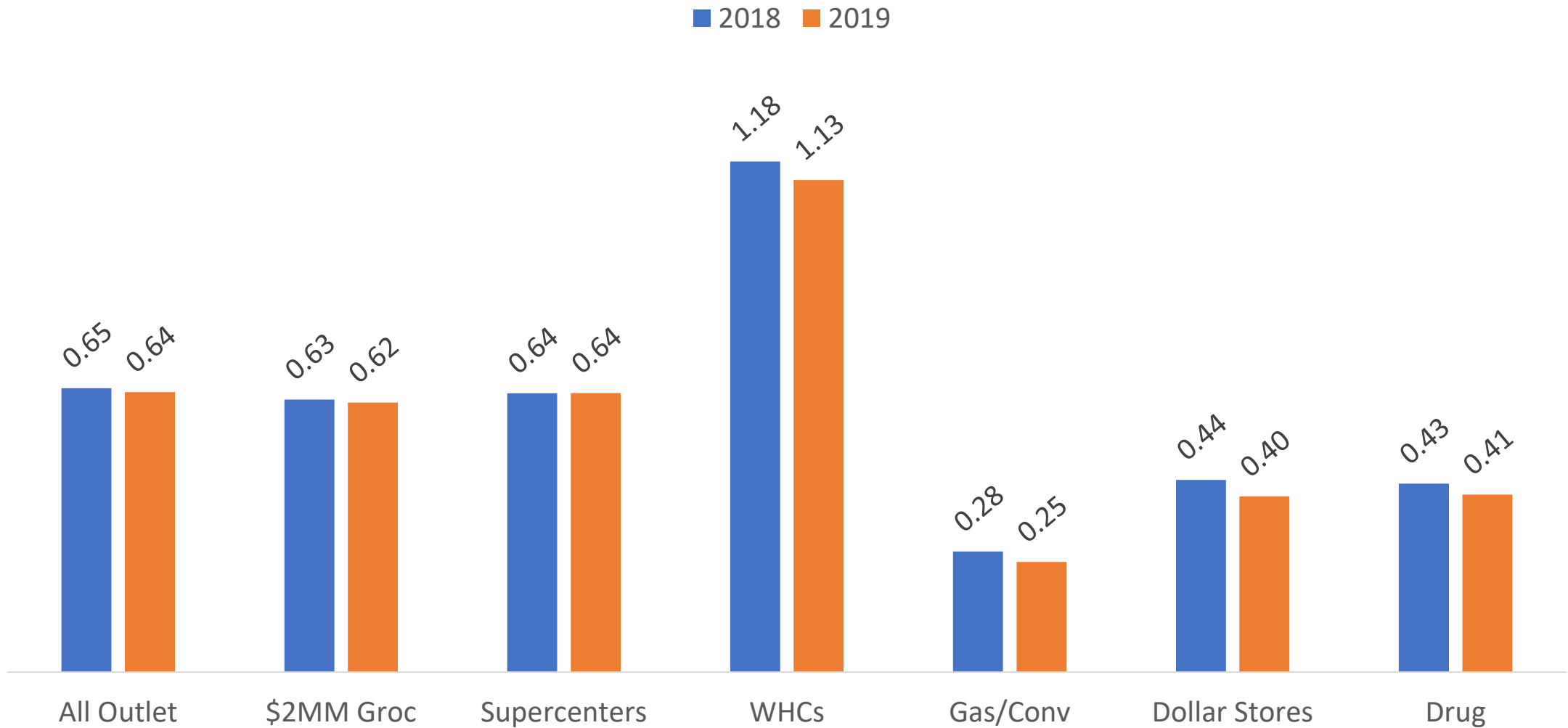
Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice –Purchase Frequency by Channel



Source: Nielsen Homescan™ data for Y/E Dec 2019

Orange Juice –Purchase Size by Channel



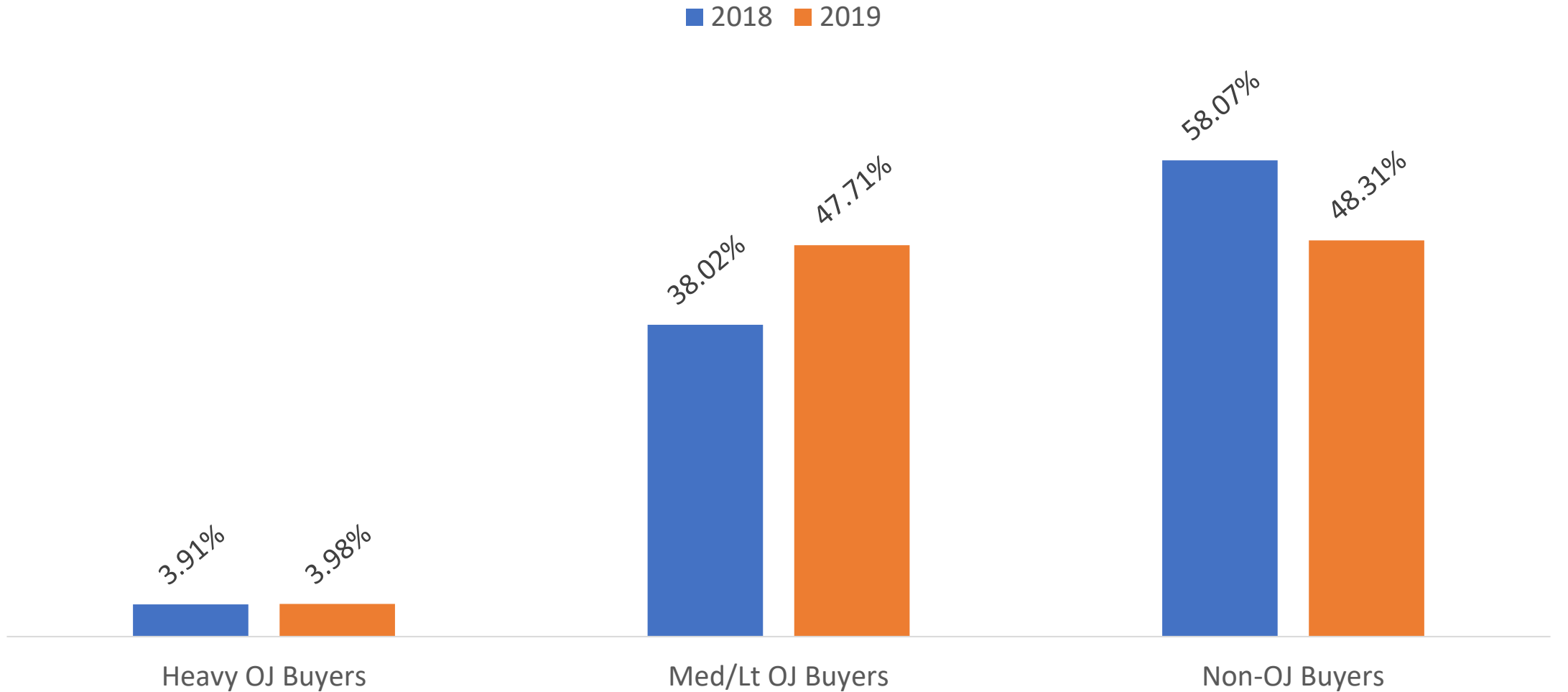
Source: Nielsen Homescan™ data for Y/E Dec 2019

**Orange Juice:
Heavy, Medium/Light,
and Non-Buyers**

Definitions of OJ Buyers

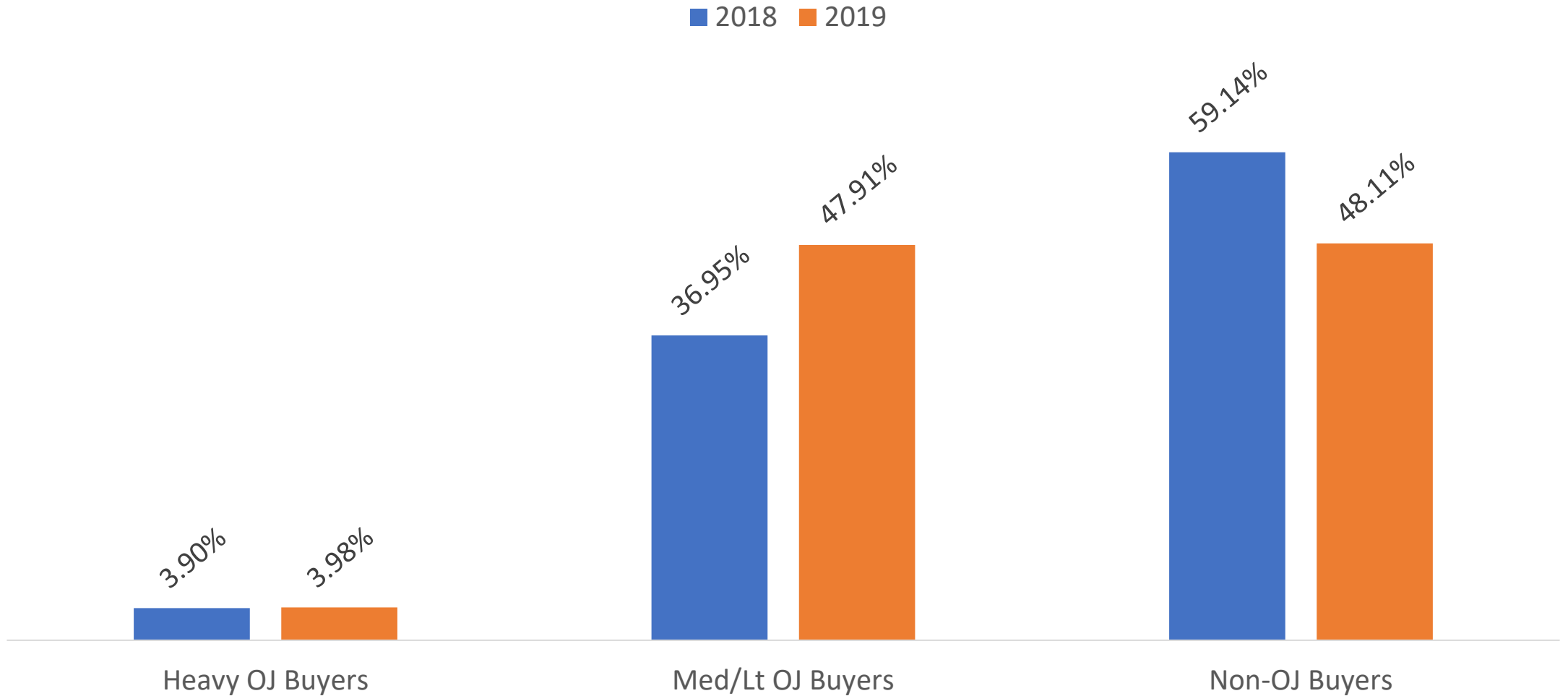
- For this analysis, three OJ Buyer groups are considered:
 - HEAVY OJ BUYER – *Household buys more than 12 gallons of OJ per year*
 - MED/LT OJ BUYER – *Household buys 12 gallons or less OJ per year (for further definition of Medium and Light, see Appendix)*
 - NON-BUYER – *Household did not report any OJ purchases in 2019 within the retail outlets covered by the Market Summary Report*

OJ and Non-OJ Buying HHs (All OJ)



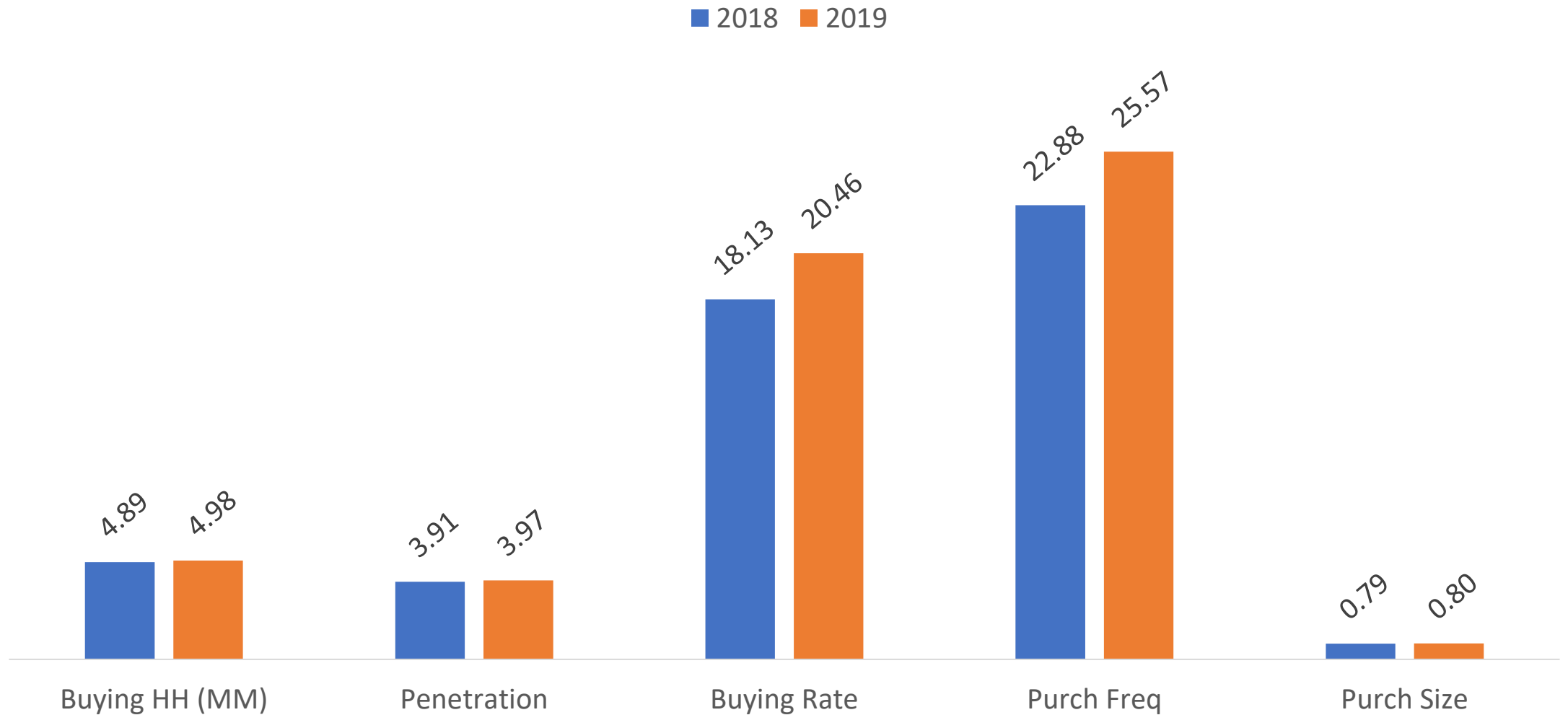
Source: Nielsen Homescan™ data for Y/E Dec 2019

OJ and Non-OJ Buying HHs (REF OJ)



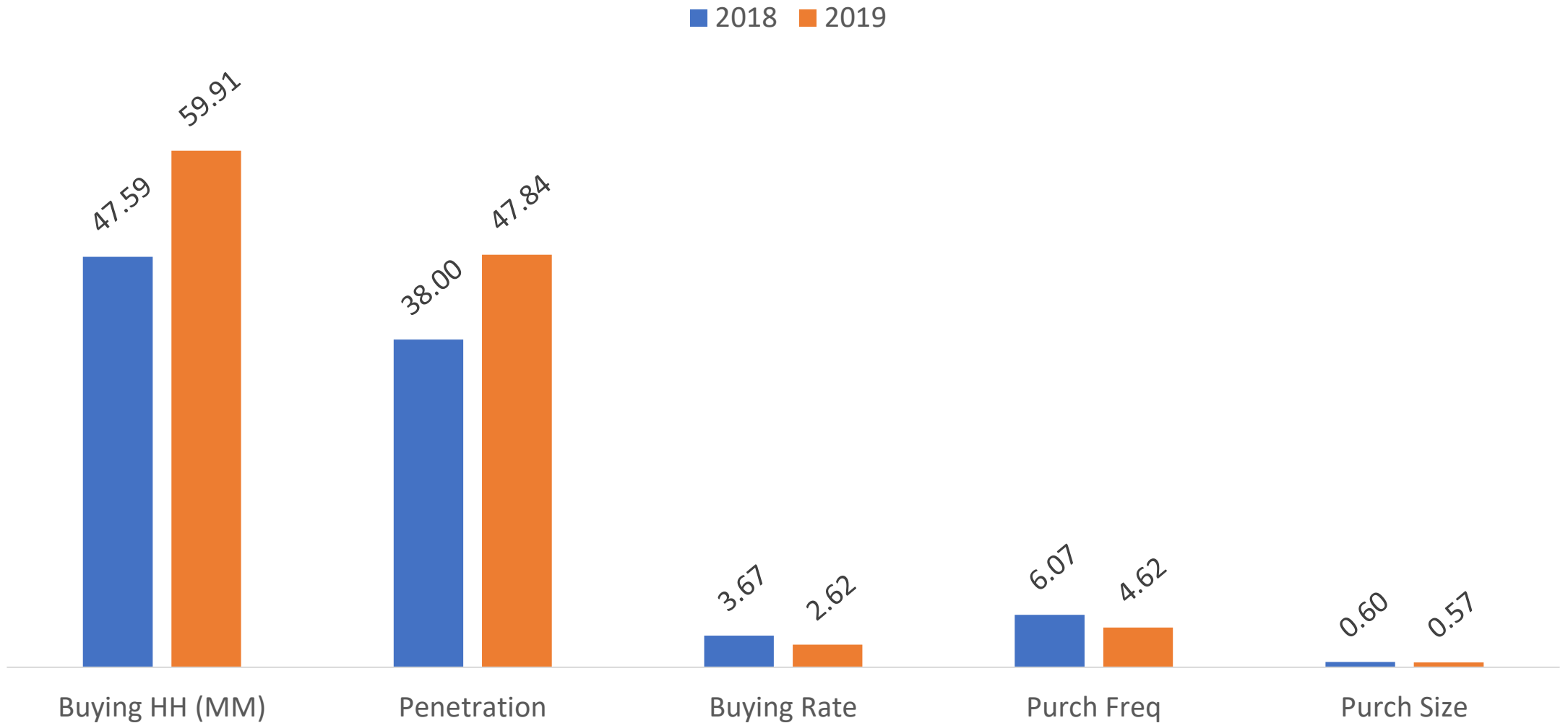
Source: Nielsen Homescan™ data for Y/E Dec 2019

Heavy OJ Buyers –OJ Purchasing Trends



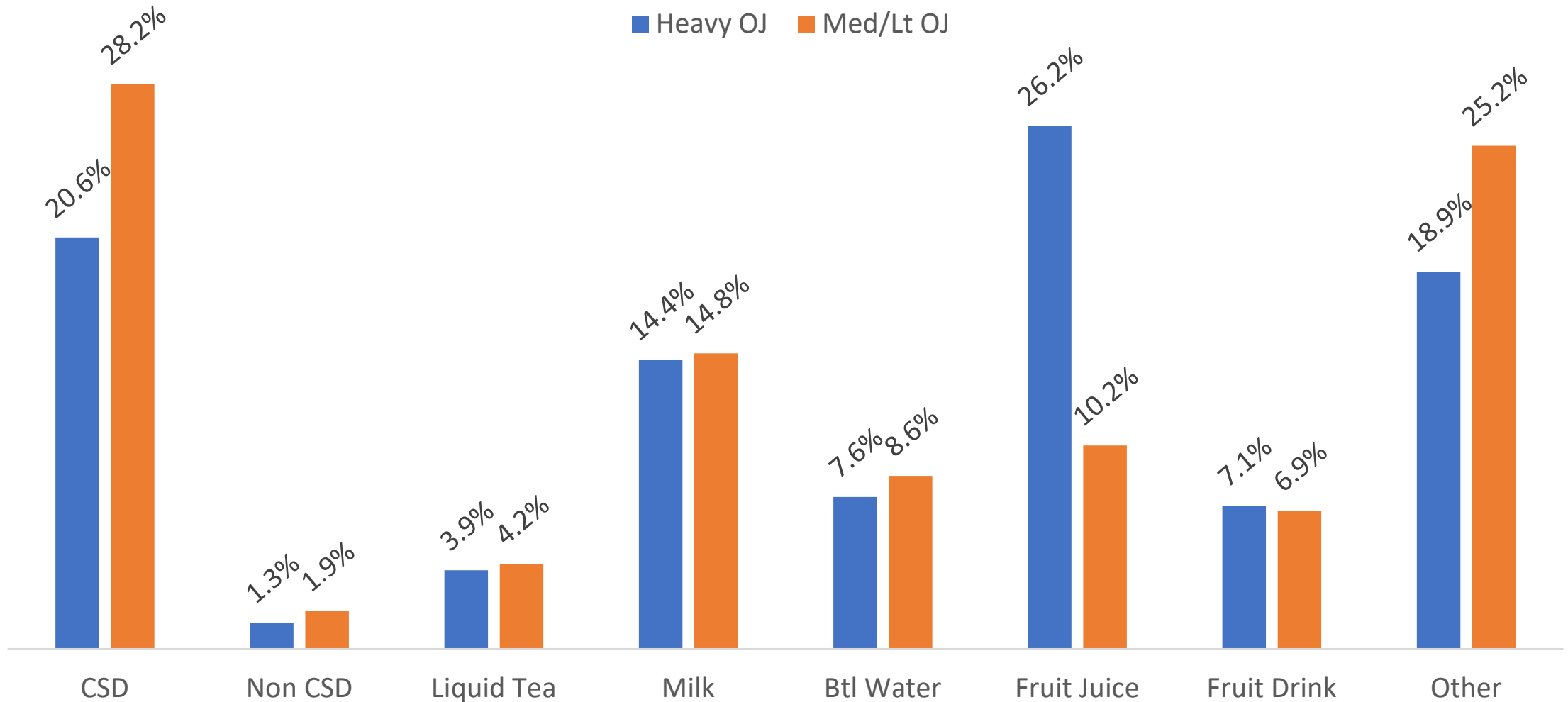
Source: Nielsen Homescan™ data for Y/E Dec 2019

Med/Lt OJ Buyers –OJ Purchasing Trends



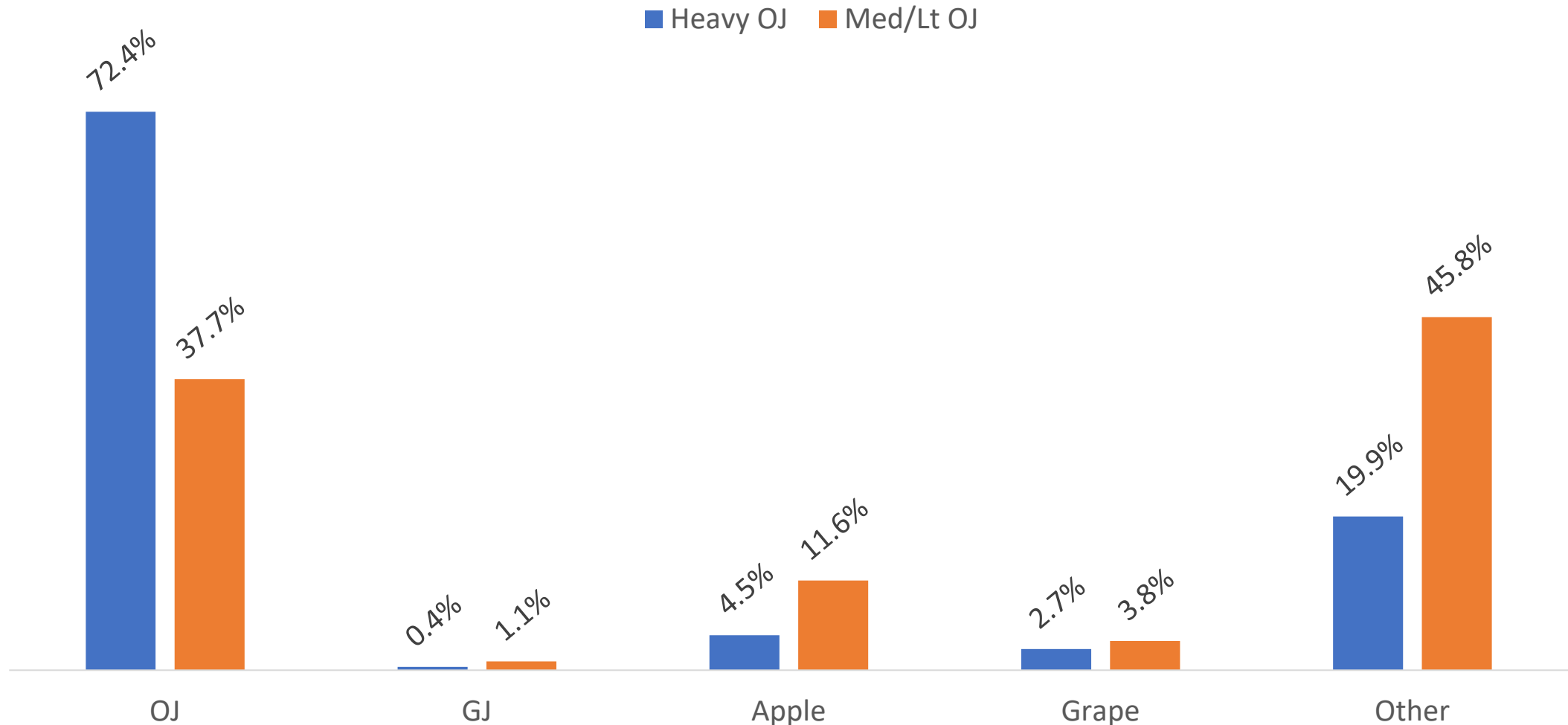
Source: Nielsen Homescan™ data for Y/E Dec 2019

Where did OJ Buying HHs spend beverage dollars in 2019? (Dollar share percentage)



Source: Nielsen Homescan™ data for Y/E Dec 2019

Where did OJ Buying HHs spend juice dollars in 2019? (Dollar share percentage)



Source: Nielsen Homescan™ data for Y/E Dec 2019

Thank You