FLORIDA DEPARTMENT OF CITRUS

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

Monthly Topline Report
Report 08 of the 2025-26 Season.
For 4 weeks ending 05/16/26

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010
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Week Ending 05/16/26
Report 08 of the 2025-26 Season.

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

	Week Ending 05/16/26			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-3.2%	3.7%	0.4%	-7.4%	10.1%	1.9%
Ref NFC OJ	-1.0%	6.0%	4.9%	-4.4%	12.0%	7.1%
Ref Recon OJ	-3.0%	-4.7%	-7.5%	-10.6%	2.8%	-8.1%
Total GJ	-9.0%	1.7%	-7.5%	-8.4%	4.7%	-4.1%
Ref NFC GJ	-15.8%	2.1%	-14.0%	-14.8%	5.3%	-10.3%
Shelf Stable GJ	1.4%	0.9%	2.3%	0.5%	1.4%	1.9%
OJ Drinks	-2.1%	3.8%	1.6%	-14.6%	8.7%	-7.1%
OJ Blend Drinks	-5.6%	5.1%	-0.7%	-4.1%	4.4%	0.1%
OJ Blend (100% Juice)	118.3%	-48.3%	12.8%	10.4%	-23.9%	-15.9%
GJ Blend (100% Juice)	-75.6%	5.4%	-74.2%	-62.0%	5.1%	-60.0%
GJ Cocktail	3.9%	2.6%	6.5%	1.0%	2.0%	3.0%

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: 05/16/26
Issue Date: 05/26/26
Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
NFC OJ												
Gallons	13.85	15.48	17.89	16.88	15.14	14.57	14.53	13.71	-1.0%	127.11	121.55	-4.4%
Price/Gal ($)	12.26	12.67	12.46	12.80	12.95	13.03	12.74	13.00	6.0%	11.44	12.81	12.0%
Revenues ($)	169.81	196.18	222.83	216.13	196.10	189.85	185.10	178.16	4.9%	1454.60	1557.30	7.1%
RECON OJ												
Gallons	5.85	5.91	6.35	6.67	5.96	6.08	5.94	5.67	-3.0%	53.89	48.15	-10.6%
Price/Gal ($)	9.72	9.48	9.56	9.47	9.55	9.38	9.31	9.26	-4.7%	9.18	9.44	2.8%
Revenues ($)	56.84	56.06	60.68	63.10	56.94	57.02	55.34	52.56	-7.5%	494.42	454.30	-8.1%
Refrigerated OJ												
Gallons	19.70	21.39	24.24	23.55	21.10	20.65	20.47	19.38	-1.6%	181.00	169.70	-6.2%
Price/Gal ($)	11.50	11.79	11.70	11.86	11.99	11.95	11.74	11.90	3.5%	10.77	11.85	10.1%
Revenues ($)	226.65	252.23	283.51	279.23	253.03	246.87	240.44	230.72	1.8%	1949.02	2011.59	3.2%
Frozen OJ												
Gallons	0.72	0.73	0.82	0.69	0.65	0.63	0.60	0.56	-21.9%	6.26	5.32	-14.9%
Price/Gal ($)	8.53	8.75	8.91	8.70	8.73	8.56	8.50	8.44	-1.0%	8.34	8.67	4.0%
Revenues ($)	6.12	6.41	7.27	6.04	5.70	5.39	5.11	4.73	-22.7%	52.19	46.15	-11.6%
Shelf Stable OJ												
Gallons	0.55	0.37	0.39	0.33	0.28	0.34	0.36	0.35	-35.3%	4.77	2.82	-41.0%
Price/Gal ($)	11.20	12.01	12.15	12.45	12.46	12.40	12.51	12.43	11.0%	10.74	12.27	14.2%
Revenues ($)	6.12	4.42	4.72	4.16	3.52	4.17	4.52	4.40	-28.2%	51.25	34.56	-32.6%
Total Orange Juice												
Gallons	20.97	22.49	25.44	24.58	22.04	21.62	21.44	20.30	-3.2%	192.02	177.84	-7.4%
Price/Gal ($)	11.39	11.70	11.61	11.78	11.90	11.86	11.67	11.82	3.7%	10.69	11.77	10.1%
Revenues ($)	238.89	263.06	295.50	289.43	262.25	256.43	250.07	239.85	0.4%	2052.47	2092.31	1.9%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26
2024-25 STD: 10/05/24 - 05/17/25

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

GRAPEFRUIT JUICE SALES

Expanded All Outlets Combined (xAOC)

(Gallons and Revenues in Millions)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
NFC GJ												
Gallons	0.50	0.44	0.45	0.45	0.44	0.43	0.44	0.42	-15.8%	4.11	3.50	-14.8%
Price/Gal ($)	12.92	12.95	12.76	12.95	13.06	13.06	12.84	13.20	2.1%	12.32	12.98	5.3%
Revenues ($)	6.47	5.64	5.79	5.87	5.71	5.68	5.63	5.56	-14.0%	50.57	45.37	-10.3%
RECON GJ												
Gallons	0.01	0.01	0.06	0.07	0.06	0.03	0.02	0.02	106.2%	0.18	0.26	44.5%
Price/Gal ($)	26.62	25.13	22.32	22.36	23.13	24.27	24.56	24.70	-7.2%	23.02	23.23	0.9%
Revenues ($)	0.21	0.21	1.29	1.48	1.33	0.66	0.53	0.40	91.3%	4.19	6.11	45.8%
Refrigerated GJ												
Gallons	0.51	0.44	0.51	0.52	0.49	0.46	0.46	0.44	-14.0%	4.29	3.76	-12.3%
Price/Gal ($)	13.13	13.18	13.84	14.15	14.23	13.73	13.39	13.62	3.7%	12.77	13.69	7.2%
Revenues ($)	6.67	5.85	7.08	7.35	7.04	6.35	6.16	5.96	-10.8%	54.76	51.48	-6.0%
Frozen GJ												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	503.3%	0.01	0.02	307.9%
Price/Gal ($)	6.45	6.60	7.48	7.25	7.32	7.54	7.33	7.64	18.3%	6.18	7.39	19.7%
Revenues ($)	0.00	0.00	0.02	0.02	0.02	0.03	0.03	0.03	613.9%	0.03	0.16	388.1%
Shelf Stable GJ												
Gallons	0.21	0.21	0.21	0.22	0.21	0.22	0.22	0.21	1.4%	1.68	1.69	0.5%
Price/Gal ($)	9.30	9.19	9.19	9.18	9.25	9.23	9.09	9.39	0.9%	9.11	9.24	1.4%
Revenues ($)	1.94	1.88	1.93	2.03	1.95	2.03	1.96	1.99	2.3%	15.30	15.59	1.9%
Total Grapefruit Juice												
Gallons	0.72	0.65	0.72	0.74	0.71	0.69	0.68	0.65	-9.0%	5.97	5.47	-8.4%
Price/Gal ($)	12.01	11.92	12.47	12.65	12.72	12.25	11.98	12.21	1.7%	11.74	12.29	4.7%
Revenues ($)	8.62	7.74	9.03	9.40	9.02	8.40	8.16	7.97	-7.5%	70.10	67.24	-4.1%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26
2024-25 STD: 10/05/24 - 05/17/25

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

LESS THAN 100% OJ & GJ BEVERAGES

Expanded All Outlets Combined (xAOC)

(Gallons and Revenues in Millions)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Gallons	0.26	0.23	0.21	0.24	0.21	0.30	0.35	0.34	30.8%	2.25	2.11	-6.6%
Price/Gal ($)	7.58	6.90	7.39	6.98	7.29	8.57	8.44	7.65	1.0%	7.54	7.61	1.0%
Revenues ($)	1.98	1.56	1.53	1.65	1.52	2.56	2.99	2.62	32.1%	16.99	16.03	-5.7%
OJ Drinks 40-99.99%												
Gallons	0.75	0.69	0.75	0.83	0.77	0.76	0.78	0.75	0.0%	6.21	5.95	-4.1%
Price/Gal ($)	11.01	11.64	11.57	11.36	11.51	11.57	11.21	11.23	2.0%	10.44	11.48	9.9%
Revenues ($)	8.24	7.97	8.74	9.43	8.88	8.76	8.69	8.40	1.9%	64.78	68.30	5.4%
OJ Drinks - % not stated												
Gallons	0.55	0.51	0.56	0.50	0.50	0.48	0.48	0.43	-21.3%	5.61	3.95	-29.5%
Price/Gal ($)	9.54	9.48	9.54	10.09	10.22	10.35	10.31	10.76	12.8%	9.20	9.98	8.5%
Revenues ($)	5.21	4.83	5.34	5.02	5.08	4.92	5.00	4.62	-11.3%	51.64	39.48	-23.5%
Total OJ Drinks												
Gallons	1.57	1.43	1.54	1.58	1.49	1.55	1.63	1.53	-2.1%	14.20	12.12	-14.6%
Price/Gal ($)	9.90	10.08	10.22	10.26	10.44	10.56	10.31	10.27	3.8%	9.45	10.28	8.7%
Revenues ($)	15.51	14.47	15.72	16.21	15.56	16.32	16.81	15.76	1.6%	134.19	124.62	-7.1%
OJ BL Drinks												
Gallons	12.06	11.45	11.21	12.06	11.46	11.67	11.45	11.39	-5.6%	96.53	92.54	-4.1%
Price/Gal ($)	5.23	5.26	5.36	5.30	5.35	5.50	5.51	5.49	5.1%	5.15	5.37	4.4%
Revenues ($)	63.02	60.27	60.09	63.93	61.35	64.21	63.12	62.56	-0.7%	496.92	497.39	0.1%
OJ BL (100% Juice)												
Gallons	1.28	1.29	1.34	1.39	1.89	3.08	2.82	2.80	118.3%	14.40	15.91	10.4%
Price/Gal ($)	11.35	11.42	11.64	11.81	8.23	5.48	5.93	5.86	-48.3%	10.48	7.98	-23.9%
Revenues ($)	14.58	14.69	15.64	16.37	15.56	16.91	16.72	16.44	12.8%	150.89	126.85	-15.9%
GJ Cocktail												
Gallons	0.30	0.31	0.32	0.32	0.32	0.32	0.35	0.32	3.9%	2.51	2.53	1.0%
Price/Gal ($)	7.78	7.95	7.92	8.10	8.06	8.02	7.58	7.98	2.6%	7.80	7.96	2.0%
Revenues ($)	2.37	2.46	2.52	2.61	2.56	2.55	2.64	2.52	6.5%	19.56	20.15	3.0%
GJ BL (100% Juice)												
Gallons	0.06	0.03	0.02	0.02	0.02	0.02	0.02	0.01	-75.6%	0.46	0.17	-62.0%
Price/Gal ($)	7.89	7.62	7.87	8.10	8.48	8.18	8.04	8.31	5.4%	7.70	8.09	5.1%
Revenues ($)	0.47	0.19	0.12	0.13	0.13	0.13	0.13	0.12	-74.2%	3.54	1.41	-60.0%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26
2024-25 STD: 10/05/24 - 05/17/25

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

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

(Gallons and Revenues in Millions)

Report Ending Date: 05/16/26
Issue Date: 05/26/26
Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
NFC OJ												
Gallons	8.24	8.91	10.40	9.66	8.74	8.18	8.37	7.70	-6.5%	74.19	69.54	-6.3%
Price/Gal ($)	12.79	12.98	12.66	13.16	13.32	13.52	13.03	13.51	5.6%	11.84	13.17	11.2%
Revenues ($)	105.42	115.71	131.73	127.14	116.44	110.69	109.10	104.02	-1.3%	878.58	915.95	4.3%
RECON OJ												
Gallons	3.97	3.97	4.17	4.43	3.96	3.97	3.86	3.72	-6.3%	37.08	31.88	-14.0%
Price/Gal ($)	9.41	9.24	9.35	9.22	9.41	9.27	9.17	9.11	-3.1%	9.01	9.25	2.7%
Revenues ($)	37.33	36.74	38.94	40.82	37.26	36.74	35.44	33.90	-9.2%	333.93	294.79	-11.7%
Refrigerated OJ												
Gallons	12.21	12.89	14.57	14.09	12.70	12.15	12.24	11.42	-6.4%	111.26	101.42	-8.8%
Price/Gal ($)	11.69	11.83	11.71	11.92	12.10	12.13	11.81	12.07	3.3%	10.90	11.94	9.5%
Revenues ($)	142.75	152.45	170.67	167.96	153.70	147.43	144.54	137.92	-3.4%	1212.51	1210.74	-0.1%
Frozen OJ												
Gallons	0.45	0.51	0.56	0.48	0.46	0.44	0.42	0.39	-13.2%	3.98	3.70	-6.9%
Price/Gal ($)	8.78	8.57	8.81	8.51	8.57	8.30	8.21	8.14	-7.3%	8.63	8.47	-1.9%
Revenues ($)	3.99	4.35	4.91	4.07	3.98	3.64	3.47	3.21	-19.6%	34.33	31.35	-8.7%
Shelf Stable OJ												
Gallons	0.21	0.21	0.21	0.20	0.18	0.19	0.18	0.18	-17.1%	1.79	1.55	-13.5%
Price/Gal ($)	11.69	11.41	11.59	11.69	11.56	11.43	11.64	11.50	-1.6%	11.22	11.51	2.6%
Revenues ($)	2.50	2.42	2.46	2.33	2.12	2.14	2.07	2.04	-18.5%	20.12	17.86	-11.3%
Total Orange Juice												
Gallons	12.88	13.61	15.34	14.77	13.35	12.78	12.84	11.99	-6.9%	117.04	106.67	-8.9%
Price/Gal ($)	11.59	11.70	11.61	11.81	11.97	11.99	11.69	11.94	3.0%	10.83	11.81	9.1%
Revenues ($)	149.24	159.23	178.04	174.36	159.80	153.21	150.07	143.17	-4.1%	1266.97	1259.95	-0.6%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 05/16/26
2024-25 STD: 10/05/24 - 05/17/25

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

GRAPEFRUIT JUICE SALES

FOOD ($2MM+ GROCERY)

(Gallons and Revenues in Thousands)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
NFC GJ												
Gallons	0.43	0.40	0.42	0.42	0.40	0.40	0.40	0.38	-10.4%	3.49	3.21	-7.8%
Price/Gal ($)	0.00	13.16	12.95	13.18	13.28	13.30	13.05	13.45	1.4%	12.64	13.20	4.4%
Revenues ($)	5.65	5.30	5.46	5.54	5.37	5.27	5.20	5.13	-9.2%	44.09	42.43	-3.8%
RECON GJ												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	6.5%	0.06	0.07	20.0%
Price/Gal ($)	26.87	25.16	26.34	26.90	25.93	26.01	26.22	25.90	-3.6%	26.12	26.04	-0.3%
Revenues ($)	0.20	0.21	0.22	0.24	0.22	0.22	0.22	0.21	2.7%	1.45	1.73	19.6%
Refrigerated GJ												
Gallons	0.43	0.41	0.43	0.43	0.41	0.41	0.41	0.39	-10.1%	3.54	3.28	-7.4%
Price/Gal ($)	13.51	13.40	13.20	13.47	13.54	13.57	13.33	13.71	1.5%	12.85	13.46	4.7%
Revenues ($)	5.86	5.51	5.67	5.78	5.59	5.50	5.42	5.34	-8.8%	45.54	44.16	-3.0%
Frozen GJ												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	503.9%	0.01	0.02	308.2%
Price/Gal ($)	6.46	6.60	7.48	7.25	7.32	7.54	7.33	7.64	18.3%	6.18	7.39	19.6%
Revenues ($)	0.00	0.00	0.02	0.02	0.02	0.03	0.03	0.03	614.4%	0.03	0.16	388.4%
Shelf Stable GJ												
Gallons	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	-4.7%	0.92	0.87	-5.7%
Price/Gal ($)	10.65	10.80	10.95	11.08	11.19	11.13	10.76	11.18	5.0%	10.46	10.97	4.9%
Revenues ($)	1.21	1.16	1.19	1.22	1.18	1.23	1.21	1.21	0.1%	9.65	9.54	-1.1%
Total Grapefruit Juice												
Gallons	0.55	0.52	0.54	0.54	0.52	0.52	0.52	0.50	-8.4%	4.47	4.17	-6.7%
Price/Gal ($)	12.91	12.85	12.72	12.95	13.03	13.01	12.72	13.11	1.6%	12.35	12.91	4.5%
Revenues ($)	7.07	6.68	6.88	7.02	6.79	6.76	6.66	6.58	-6.9%	55.22	53.87	-2.5%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26

2024-25 STD: 10/05/24 - 05/17/25

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

LESS THAN 100% OJ & GJ BEVERAGES

FOOD ($2MM+ GROCERY)

(Gallons and Revenues in Thousands)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Gallons	0.19	0.18	0.17	0.20	0.17	0.19	0.23	0.23	19.9%	1.50	1.57	4.5%
Price/Gal ($)	7.68	7.16	7.76	7.33	7.73	7.96	7.59	7.48	-2.6%	7.42	7.53	1.4%
Revenues ($)	1.48	1.32	1.31	1.47	1.32	1.53	1.76	1.73	16.9%	11.13	11.80	6.0%
OJ Drinks 40-99.99%												
Gallons	0.55	0.50	0.55	0.57	0.50	0.48	0.49	0.45	-17.5%	4.74	4.00	-15.6%
Price/Gal ($)	11.01	11.53	11.44	11.49	11.82	11.87	11.45	11.73	6.5%	10.36	11.63	12.2%
Revenues ($)	6.01	5.78	6.33	6.58	5.87	5.72	5.58	5.28	-12.1%	49.14	46.52	-5.3%
OJ Drinks - % not stated												
Gallons	0.38	0.42	0.47	0.42	0.39	0.36	0.37	0.33	-12.2%	3.72	3.17	-14.7%
Price/Gal ($)	10.23	10.03	10.05	10.61	10.54	10.59	10.51	11.01	7.6%	9.51	10.39	9.2%
Revenues ($)	3.88	4.24	4.74	4.45	4.16	3.81	3.91	3.66	-5.5%	35.38	32.97	-6.8%
Total OJ Drinks												
Gallons	1.13	1.12	1.20	1.20	1.07	1.04	1.10	1.02	-9.0%	10.05	8.82	-12.3%
Price/Gal ($)	10.11	10.18	10.32	10.43	10.63	10.64	10.28	10.50	3.9%	9.55	10.40	8.8%
Revenues ($)	11.39	11.37	12.40	12.53	11.38	11.11	11.34	10.76	-5.5%	96.00	91.66	-4.5%
OJ BL Drinks												
Gallons	5.02	4.81	4.55	5.05	4.95	4.76	4.61	4.60	-8.4%	39.94	38.11	-4.6%
Price/Gal ($)	5.36	5.35	5.58	5.47	5.43	5.64	5.61	5.56	3.8%	5.27	5.51	4.4%
Revenues ($)	26.92	25.73	25.37	27.63	26.91	26.88	25.87	25.57	-5.0%	210.58	209.80	-0.4%
OJ BL (100% Juice)												
Gallons	0.78	0.70	0.72	0.77	0.76	0.79	0.80	0.79	1.1%	8.38	5.99	-28.5%
Price/Gal ($)	12.98	13.46	13.70	13.68	13.67	13.72	13.66	13.71	5.6%	11.81	13.65	15.6%
Revenues ($)	10.19	9.41	9.84	10.59	10.38	10.80	10.87	10.88	6.8%	99.01	81.78	-17.4%
GJ Cocktail												
Gallons	0.18	0.17	0.17	0.17	0.17	0.17	0.19	0.16	-11.6%	1.49	1.37	-8.4%
Price/Gal ($)	7.79	7.99	7.90	8.24	8.15	8.17	7.48	8.19	5.1%	7.81	8.03	2.7%
Revenues ($)	1.44	1.36	1.37	1.42	1.42	1.37	1.42	1.33	-7.1%	11.67	10.98	-5.9%
GJ BL (100% Juice)												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-1.0%	0.11	0.11	-1.8%
Price/Gal ($)	8.07	8.20	7.96	8.15	8.55	8.23	8.08	8.36	3.6%	7.90	8.22	4.0%
Revenues ($)	0.11	0.11	0.11	0.12	0.12	0.12	0.12	0.11	2.6%	0.91	0.93	2.1%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26

2024-25 STD: 10/05/24 - 05/17/25

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

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

(Prices in dollars and Promotion in %ACV)

Report Ending Date: 05/16/26
Issue Date: 05/26/26
Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
NFC OJ												
Average Promo Price	$11.38	$11.09	$10.83	$11.38	$11.41	$11.34	$11.00	$11.35	-0.3%	$10.15	$11.20	10.3%
Price Reduction	45	77	76	59	66	73	76	76	69.3%	48	72	48.9%
Feature & Disp	2	2	2	1	2	2	2	2	-12.8%	2	2	-3.9%
Display w/o Fea	11	11	11	15	14	13	14	13	26.3%	12	13	2.2%
Feature w/o Disp	19	31	28	26	23	21	27	20	2.1%	23	25	8.2%
RECON OJ												
Average Promo Price	$8.92	$8.77	$9.03	$8.95	$9.31	$8.55	$8.31	$8.22	-7.9%	$8.29	$8.72	5.2%
Price Reduction	34	61	59	51	53	64	64	62	81.0%	34	59	73.4%
Feature & Disp	0	0	0	0	0	0	0	0	-40.0%	1	0	-54.9%
Display w/o Fea	3	2	2	2	3	4	4	3	-3.9%	3	3	-8.2%
Feature w/o Disp	9	5	4	10	6	6	8	8	-13.1%	8	7	-14.2%
Refrigerated OJ												
Average Promo Price	$10.59	$10.42	$10.37	$10.66	$10.82	$10.39	$10.25	$10.30	-2.7%	$9.66	$10.45	8.3%
Price Reduction	54	80	80	70	73	79	80	80	48.0%	55	77	41.2%
Feature & Disp	2	2	2	2	2	2	3	2	-17.2%	2	2	-14.9%
Display w/o Fea	12	12	12	16	16	15	16	15	19.4%	14	14	0.6%
Feature w/o Disp	25	34	31	33	27	25	32	25	0.2%	28	29	5.0%
Frozen OJ												
Average Promo Price	$8.78	$7.69	$8.89	$8.57	$8.63	$8.93	$8.85	$8.97	2.2%	$7.95	$8.36	5.2%
Price Reduction	7	14	8	7	8	8	8	8	11.0%	9	10	6.5%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	25.5%	0	0	32.7%
Feature w/o Disp	1	1	0	0	0	1	0	1	-64.4%	1	1	-22.4%
Shelf Stable OJ												
Average Promo Price	$13.23	$12.55	$12.42	$13.21	$14.26	$13.99	$14.76	$15.51	17.2%	$11.24	$13.65	21.4%
Price Reduction	8	8	6	7	8	12	5	6	-22.2%	9	8	-10.9%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-63.0%
Display w/o Fea	2	1	1	1	1	1	0	1	-68.4%	1	1	-51.6%
Feature w/o Disp	0	0	0	0	0	0	1	1	174.0%	1	1	-26.0%
Total Orange Juice												
Average Promo Price	$10.58	$10.38	$10.37	$10.65	$10.81	$10.40	$10.25	$10.31	-2.6%	$9.64	$10.44	8.3%
Price Reduction	58	81	81	72	75	80	81	82	40.9%	58	79	36.5%
Feature & Disp	2	2	2	2	2	2	3	2	-17.4%	2	2	-14.9%
Display w/o Fea	13	13	13	17	17	16	16	15	13.5%	15	15	-1.5%
Feature w/o Disp	26	35	31	33	28	26	32	25	-0.8%	28	29	4.8%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 05/16/26
2024-25 STD: 10/05/24 - 05/17/25
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/17/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26	05/16/26		2024-25	2025-26	% Change
NFC GJ												
Average Promo Price	$10.98	$10.59	$10.38	$10.73	$11.35	$10.58	$10.85	$10.69	-2.7%	$10.40	$10.71	3.0%
Price Reduction	22	22	24	31	27	21	25	19	-13.2%	22	23	7.6%
Feature & Disp	0	0	0	0	0	0	0	0	-65.0%	0	0	-63.5%
Display w/o Fea	1	0	0	0	1	1	1	0	-42.1%	1	1	-34.9%
Feature w/o Disp	3	6	6	7	5	6	6	7	127.2%	6	6	3.8%
RECON GJ												
Average Promo Price	$17.47	$22.55	$21.64	$22.41	$23.47	$26.17	$25.72	$24.28	38.9%	$20.87	$23.12	10.8%
Price Reduction	0	0	0	0	0	0	0	0	9.2%	0	0	93.3%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	152.8%	0	0	70.8%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Refrigerated GJ												
Average Promo Price	$11.00	$10.65	$10.73	$11.04	$11.66	$10.70	$10.97	$10.77	-2.1%	$10.57	$10.91	3.2%
Price Reduction	22	22	24	31	27	21	25	19	-13.2%	22	23	7.6%
Feature & Disp	0	0	0	0	0	0	0	0	-65.0%	0	0	-63.5%
Display w/o Fea	1	0	1	1	1	1	1	1	-38.6%	1	1	-19.6%
Feature w/o Disp	3	6	6	7	5	6	6	7	127.3%	6	6	3.8%
Frozen GJ												
Average Promo Price	$5.84	$6.53	$6.48	$5.75	$6.62	$6.58	$6.70	$7.15	22.4%	$5.35	$6.60	23.3%
Price Reduction	0	0	0	0	0	0	0	0	-47.9%	0	0	-12.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	400.0%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Shelf Stable GJ												
Average Promo Price	$10.72	$9.46	$10.36	$12.45	$11.10	$11.99	$10.37	$13.05	21.8%	$10.20	$11.07	8.5%
Price Reduction	9	12	12	13	10	12	14	7	-25.4%	10	11	18.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	50.9%
Display w/o Fea	0	0	1	0	0	0	0	0	35.7%	1	0	-26.1%
Feature w/o Disp	0	1	1	0	0	0	1	0	-29.6%	1	1	-11.7%
Total GJ												
Average Promo Price	$10.95	$10.46	$10.68	$11.21	$11.60	$10.88	$10.84	$10.98	0.3%	$10.51	$10.92	3.9%
Price Reduction	24	29	30	35	32	28	29	23	-6.1%	25	29	12.0%
Feature & Disp	0	0	0	0	0	0	0	0	-65.7%	0	0	-52.5%
Display w/o Fea	1	1	1	1	2	1	1	1	-17.4%	1	1	-20.5%
Feature w/o Disp	3	6	6	7	5	6	7	7	119.1%	6	6	0.3%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26

2024-25 STD: 10/05/24 - 05/17/25

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/17/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26	05/16/26		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Average Promo Price	$7.62	$5.58	$6.28	$6.33	$6.41	$7.62	$9.31	$7.67	0.7%	$6.70	$7.21	7.6%
Price Reduction	17	14	12	19	12	14	22	24	36.7%	18	17	-6.2%
Feature & Disp	0	0	0	0	0	0	0	0	157.4%	0	0	55.5%
Display w/o Fea	2	2	1	1	1	3	6	5	125.6%	2	3	45.9%
Feature w/o Disp	1	1	2	5	2	3	3	4	368.0%	2	3	36.7%
OJ Drinks 40-99.99%												
Average Promo Price	$10.37	$10.75	$10.64	$10.80	$11.23	$11.11	$10.78	$10.83	4.5%	$9.65	$10.89	12.8%
Price Reduction	21	22	24	22	22	21	41	49	141.1%	22	28	28.6%
Feature & Disp	0	0	0	0	0	0	0	0	-72.5%	0	0	-21.0%
Display w/o Fea	5	2	3	4	3	2	2	3	-43.7%	4	3	-31.7%
Feature w/o Disp	9	8	9	9	9	7	10	4	-58.6%	7	8	10.0%
OJ Drinks - % not stated												
Average Promo Price	$7.42	$9.67	$9.92	$10.78	$10.58	$9.75	$10.32	$10.19	37.4%	$8.48	$9.96	17.5%
Price Reduction	11	17	18	14	17	14	17	11	0.5%	13	15	10.6%
Feature & Disp	0	0	0	0	0	0	0	0	-55.3%	0	0	136.2%
Display w/o Fea	1	1	1	1	1	2	2	1	44.9%	1	1	-1.4%
Feature w/o Disp	2	0	1	1	0	1	0	0	-85.3%	1	1	-35.5%
Total OJ Drinks												
Average Promo Price	$9.36	$9.54	$9.87	$9.93	$10.24	$9.99	$10.33	$9.91	5.9%	$8.87	$9.92	11.8%
Price Reduction	31	35	35	33	34	32	55	63	101.8%	35	40	14.6%
Feature & Disp	0	0	0	1	0	1	0	0	-6.5%	0	0	21.2%
Display w/o Fea	8	5	5	7	6	6	9	9	11.3%	7	7	-3.3%
Feature w/o Disp	11	9	12	13	10	10	11	8	-25.2%	10	11	7.7%
OJ BL Drinks												
Average Promo Price	$4.58	$4.47	$4.60	$4.49	$4.55	$4.97	$5.21	$5.10	11.4%	$4.59	$4.78	4.2%
Price Reduction	77	74	59	56	59	58	73	81	5.2%	61	68	11.2%
Feature & Disp	2	1	1	2	1	2	1	1	-42.0%	2	1	-19.3%
Display w/o Fea	24	18	14	16	19	24	25	23	-2.3%	21	20	-4.8%
Feature w/o Disp	19	9	10	17	15	10	8	15	-22.4%	17	12	-28.2%
OJ BL (100% Juice)												
Average Promo Price	$12.21	$10.50	$12.29	$12.45	$10.10	$9.05	$7.15	$6.52	-46.6%	$10.53	$9.05	-14.0%
Price Reduction	31	48	38	36	39	38	45	37	17.1%	37	42	13.9%
Feature & Disp	0	0	0	0	0	0	0	0	43.6%	0	0	-39.4%
Display w/o Fea	2	2	2	2	2	2	3	3	44.9%	3	2	-9.4%
Feature w/o Disp	5	3	2	7	7	7	7	8	51.1%	9	6	-34.0%
GJ Cocktail												
Average Promo Price	$6.59	$6.50	$6.32	$7.10	$6.42	$6.47	$6.50	$6.52	-1.0%	$6.44	$6.54	1.5%
Price Reduction	12	10	10	7	7	10	31	19	53.8%	10	13	26.1%
Feature & Disp	0	0	0	0	0	0	0	0	-88.1%	0	0	189.2%
Display w/o Fea	1	1	1	1	0	0	1	1	59.5%	0	1	17.5%
Feature w/o Disp	1	2	2	2	1	1	3	1	-55.7%	1	1	45.3%
GJ BL (100% Juice)												
Average Promo Price	$7.72	$6.74	$6.69	$6.79	$8.50	$7.37	$7.36	$8.24	6.8%	$7.56	$7.15	-5.4%
Price Reduction	1	7	2	1	0	1	1	0	-50.1%	1	2	102.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	837.0%	0	0	-74.7%
Feature w/o Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-68.1%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26

2024-25 STD: 10/05/24 - 05/17/25

Source: Nielsen

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

(Prices in dollars and Promotion in %ACV)

Report Ending Date: 05/16/26
Issue Date: 05/26/26
Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	5/17/2025	11/29/2025	12/27/2025	1/24/2026	2/21/2026	3/21/2026	4/18/2026	5/16/2026		2024-25	2025-26	% Change
NFC OJ												
Average Promo Price	$11.20	$11.14	$10.78	$11.40	$11.67	$11.73	$11.25	$11.63	3.9%	$10.04	$11.33	12.9%
Price Reduction	81	86	86	85	84	82	85	85	5.5%	84	84	0.7%
Feature & Disp	4	4	4	3	3	4	5	4	-14.1%	4	4	-6.0%
Display w/o Fea	10	10	10	16	15	15	17	14	35.5%	10	13	34.3%
Feature w/o Disp	36	49	48	38	47	41	44	38	4.6%	39	43	11.0%
RECON OJ												
Average Promo Price	$9.05	$8.15	$8.38	$8.60	$9.50	$8.75	$8.39	$8.22	-9.2%	$8.23	$8.53	3.7%
Price Reduction	61	60	59	67	74	71	70	71	16.5%	60	66	10.1%
Feature & Disp	1	1	0	1	1	1	1	1	-39.6%	1	1	-55.0%
Display w/o Fea	5	3	3	3	3	4	6	4	-21.7%	4	4	-9.1%
Feature w/o Disp	17	12	9	22	14	12	19	18	1.3%	17	15	-9.1%
Refrigerated OJ												
Average Promo Price	$10.51	$10.38	$10.30	$10.62	$11.05	$10.80	$10.49	$10.43	-0.8%	$9.52	$10.56	10.8%
Price Reduction	88	89	89	91	89	88	89	92	3.6%	89	89	0.0%
Feature & Disp	5	5	4	4	4	5	5	4	-18.1%	5	4	-16.8%
Display w/o Fea	13	13	12	18	17	17	19	16	20.9%	12	15	23.5%
Feature w/o Disp	47	57	54	54	56	50	56	51	8.4%	49	53	7.8%
Frozen OJ												
Average Promo Price	$8.98	$7.71	$9.10	$8.57	$8.73	$9.08	$8.88	$8.94	-0.5%	$7.97	$8.38	5.2%
Price Reduction	13	27	14	12	14	13	12	12	-7.0%	17	17	-1.9%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	30.9%	0	0	87.1%
Feature w/o Disp	4	2	1	0	0	2	1	1	-64.7%	2	1	-23.1%
Shelf Stable OJ												
Average Promo Price	$14.05	$11.07	$10.61	$11.28	$12.45	$12.55	$11.80	$12.87	-8.4%	$11.47	$11.90	3.8%
Price Reduction	9	9	8	9	11	19	6	9	1.2%	14	11	-16.7%
Feature & Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-65.6%
Display w/o Fea	3	2	1	2	2	1	1	1	-72.0%	1	1	19.1%
Feature w/o Disp	0	1	1	1	1	1	3	1	172.1%	1	1	-7.0%
Total Orange Juice												
Average Promo Price	$10.51	$10.32	$10.29	$10.61	$11.03	$10.80	$10.48	$10.43	-0.8%	$9.51	$10.53	10.8%
Price Reduction	89	90	90	92	90	89	90	92	3.1%	90	90	0.2%
Feature & Disp	5	5	4	4	4	5	5	4	-18.4%	5	4	-16.7%
Display w/o Fea	15	14	14	19	18	18	20	17	9.6%	13	17	25.0%
Feature w/o Disp	48	57	54	55	57	51	56	52	7.0%	50	54	7.4%

Most recent four-week-period is preliminary
2025-26 STD: 10/04/25 - 05/16/26
2024-25 STD: 10/05/24 - 05/17/25
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD ($2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/17/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26	05/16/26		2024-25	2025-26	% Change
NFC GJ												
Average Promo Price	$11.04	$10.66	$10.42	$10.83	$11.40	$10.60	$10.88	$10.70	-3.1%	$10.43	$10.76	3.1%
Price Reduction	51	49	54	58	61	48	57	43	-14.4%	48	51	6.7%
Feature & Disp	0	0	0	0	0	0	0	0	-65.2%	0	0	-61.4%
Display w/o Fea	2	1	1	1	1	1	1	1	-39.4%	1	1	-18.8%
Feature w/o Disp	7	14	14	16	11	14	14	16	125.7%	11	14	20.1%
RECON GJ												
Average Promo Price	$17.79	$22.60	$21.54	$26.68	$30.34	$29.09	$33.94	$29.04	63.2%	$17.05	$26.56	55.8%
Price Reduction	0	1	0	0	0	1	1	0	15.7%	0	0	240.1%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	20.9%	0	0	75.6%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Refrigerated GJ												
Average Promo Price	$11.06	$10.72	$10.47	$10.90	$11.45	$10.68	$10.92	$10.72	-3.1%	$10.45	$10.81	3.5%
Price Reduction	51	49	54	58	62	49	57	43	-14.4%	48	51	7.0%
Feature & Disp	0	0	0	0	0	0	0	0	-65.2%	0	0	-61.4%
Display w/o Fea	2	1	1	2	2	2	2	1	-39.9%	2	1	-12.5%
Feature w/o Disp	7	14	14	16	11	14	14	16	125.7%	11	14	20.1%
Frozen GJ												
Average Promo Price	$5.84	$6.53	$6.48	$5.75	$6.62	$6.58	$6.70	$7.15	22.4%	$5.35	$6.60	23.3%
Price Reduction	0	0	0	0	0	0	0	0	-48.1%	0	0	-13.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	0	0	0	-	0	0	393.9%
Feature w/o Disp	0	0	0	0	0	0	0	0	-	0	0	-
Shelf Stable GJ												
Average Promo Price	$10.70	$10.12	$11.63	$14.33	$13.46	$14.41	$10.65	$13.14	22.8%	$10.20	$12.05	18.2%
Price Reduction	21	21	21	25	17	21	30	15	-27.1%	22	22	-1.2%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	49.6%
Display w/o Fea	1	1	1	0	0	0	0	0	-27.6%	0	0	0.9%
Feature w/o Disp	0	1	1	1	1	1	3	0	-30.1%	1	1	-12.4%
Total GJ												
Average Promo Price	$11.00	$10.64	$10.59	$11.24	$11.57	$11.05	$10.85	$10.94	-0.5%	$10.41	$10.95	5.2%
Price Reduction	55	59	61	65	65	58	63	51	-7.5%	57	59	4.7%
Feature & Disp	0	0	0	0	0	0	0	0	-66.0%	0	0	-50.1%
Display w/o Fea	2	2	2	2	2	2	2	2	-35.1%	2	2	-6.9%
Feature w/o Disp	7	15	15	17	12	15	15	16	117.6%	13	14	14.4%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26

2024-25 STD: 10/05/24 - 05/17/25

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD ($2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 08 of the 2025-26 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	05/17/25	11/29/25	12/27/25	01/24/26	02/21/26	03/21/26	04/18/26	05/16/26		2024-25	2025-26	% Change
OJ Drinks 0-39.99%												
Average Promo Price	$7.60	$5.91	$6.76	$6.73	$7.00	$6.87	$6.56	$6.59	-13.4%	$6.73	$6.59	-2.1%
Price Reduction	40	32	27	43	28	31	40	47	17.0%	36	35	-0.4%
Feature & Disp	0	0	0	1	0	0	1	1	155.6%	0	1	54.2%
Display w/o Fea	5	4	2	3	3	5	9	9	88.6%	4	5	24.2%
Feature w/o Disp	2	2	3	12	5	6	6	10	379.8%	4	6	36.0%
OJ Drinks 40-99.99%												
Average Promo Price	$10.32	$10.70	$10.56	$10.66	$11.19	$11.09	$10.73	$10.85	5.2%	$9.59	$10.85	13.1%
Price Reduction	46	44	48	48	41	44	52	46	0.2%	46	46	-0.3%
Feature & Disp	1	0	0	1	0	1	0	0	-72.7%	0	0	-18.5%
Display w/o Fea	2	1	1	3	1	2	2	1	-37.4%	2	2	-4.0%
Feature w/o Disp	21	14	16	15	18	17	18	9	-58.6%	14	15	5.1%
OJ Drinks - % not stated												
Average Promo Price	$7.58	$9.69	$9.93	$10.80	$10.59	$9.74	$10.33	$10.20	34.6%	$8.47	$9.98	17.8%
Price Reduction	24	39	41	32	38	31	38	25	6.0%	31	34	11.2%
Feature & Disp	0	0	0	0	0	1	0	0	-55.8%	0	0	134.3%
Display w/o Fea	2	3	3	3	3	3	4	3	55.4%	2	3	46.8%
Feature w/o Disp	4	0	3	3	0	3	0	1	-85.4%	3	2	-36.1%
Total OJ Drinks												
Average Promo Price	$9.34	$9.55	$9.87	$9.93	$10.33	$9.90	$9.74	$9.54	2.2%	$8.82	$9.79	11.0%
Price Reduction	69	70	71	71	68	65	73	73	6.7%	69	70	1.2%
Feature & Disp	1	0	0	2	1	2	1	1	-7.1%	1	1	24.4%
Display w/o Fea	8	8	7	8	7	10	15	13	57.2%	8	9	25.4%
Feature w/o Disp	25	17	22	25	21	24	20	19	-25.4%	20	21	6.1%
OJ BL Drinks												
Average Promo Price	$4.49	$4.13	$4.48	$4.44	$4.40	$4.76	$4.90	$4.74	5.6%	$4.41	$4.54	3.0%
Price Reduction	83	84	83	85	86	86	86	86	3.7%	84	85	1.5%
Feature & Disp	4	2	1	4	2	3	3	3	-31.7%	3	3	-12.1%
Display w/o Fea	26	25	20	23	24	28	30	27	3.6%	23	25	9.1%
Feature w/o Disp	31	20	13	28	31	21	18	28	-11.5%	28	23	-18.3%
OJ BL (100% Juice)												
Average Promo Price	$12.73	$11.97	$13.17	$12.81	$11.80	$12.59	$11.55	$12.68	-0.4%	$10.85	$12.25	12.9%
Price Reduction	64	60	61	69	66	70	69	68	6.8%	67	66	-1.5%
Feature & Disp	1	1	0	0	0	1	1	1	42.7%	1	1	-38.7%
Display w/o Fea	4	4	2	3	3	4	4	3	-19.2%	4	3	-7.0%
Feature w/o Disp	11	7	5	14	15	15	15	16	52.1%	19	12	-33.6%
GJ Cocktail												
Average Promo Price	$6.69	$6.61	$6.29	$7.21	$6.35	$6.46	$6.66	$6.96	4.1%	$6.54	$6.65	1.6%
Price Reduction	29	20	20	12	15	15	40	18	-35.9%	23	20	-15.6%
Feature & Disp	0	0	0	0	0	0	1	0	-88.1%	0	0	187.0%
Display w/o Fea	1	1	1	1	1	1	1	2	40.7%	1	1	5.6%
Feature w/o Disp	3	4	5	4	3	1	6	1	-47.5%	2	3	47.9%
GJ BL (100% Juice)												
Average Promo Price	$7.74	$7.83	$6.76	$6.83	$8.72	$7.34	$7.34	$8.27	6.9%	$7.55	$7.51	-0.4%
Price Reduction	1	2	3	2	1	2	2	1	-50.3%	2	2	-8.6%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-100.0%
Display w/o Fea	0	0	0	0	0	0	0	0	831.7%	0	0	-36.8%
Feature w/o Disp	0	0	0	0	0	0	0	0	-100.0%	0	0	-68.3%

Most recent four-week-period is preliminary

2025-26 STD: 10/04/25 - 05/16/26

2024-25 STD: 10/05/24 - 05/17/25

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 05/17/25	This Year 52 weeks ending 05/16/26
Millions of Gallons		
Total Orange Juice	305.93	276.10
NFC OJ	200.39	186.38
RECON OJ	87.67	75.95
Frozen OJ	10.11	8.80
Shelf Stable OJ	7.75	4.98
Millions of Dollars		
Total Orange Juice	$3,189.08	$3,257.56
NFC OJ	$2,251.79	$2,399.09
RECON OJ	$772.54	$722.19
Frozen OJ	$82.46	$76.31
Shelf Stable OJ	$82.29	$59.97
Average Price per Gallon		
Total Orange Juice	$10.42	$11.80
NFC OJ	$11.24	$12.87
RECON OJ	$8.81	$9.51
Frozen OJ	$8.16	$8.67
Shelf Stable OJ	$10.62	$12.05
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	65.5%	67.5%
RECON OJ	28.7%	27.5%
Frozen OJ	3.3%	3.2%
Shelf Stable OJ	2.5%	1.8%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	70.6%	73.6%
RECON OJ	24.2%	22.2%
Frozen OJ	2.6%	2.3%
Shelf Stable OJ	2.6%	1.8%

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 05/16/26 and 52 weeks ending 05/17/25.

Created: 05/26/2026

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 05/17/25	This Year 52 weeks ending 05/16/26
Millions of Gallons		
Total Grapefruit Juice	9.72	8.80
NFC GJ	6.76	5.75
RECON GJ	0.21	0.30
Frozen GJ	0.01	0.03
Shelf Stable GJ	2.74	2.72
Millions of Dollars		
Total Grapefruit Juice	$111.50	$107.79
NFC GJ	$81.58	$75.07
RECON GJ	$4.98	$7.07
Frozen GJ	$0.05	$0.19
Shelf Stable GJ	$24.90	$25.46
Average Price per Gallon		
Total Grapefruit Juice	$11.47	$12.25
NFC GJ	$12.07	$13.05
RECON GJ	$23.35	$23.51
Frozen GJ	$6.28	$7.29
Shelf Stable GJ	$9.10	$9.36
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	69.6%	65.4%
RECON GJ	2.2%	3.4%
Frozen GJ	0.1%	0.3%
Shelf Stable GJ	28.1%	30.9%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	73.2%	69.6%
RECON GJ	4.5%	6.6%
Frozen GJ	0.0%	0.2%
Shelf Stable GJ	22.3%	23.6%

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 05/16/26 and 52 weeks ending 05/17/25.

Created: 05/26/2026

Orange Juice Sales at xAOC - by Region

Gallons

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 05/16/26	% of Total	% Chg	4 Weeks Ending 05/17/25	% of Total
Total US										
Total Orange Juice	276,104,669		-9.7%	305,925,212		20,298,078		-3.2%	20,965,369	
NFC OJ	186,382,267		-7.0%	200,394,250		13,708,980		-1.0%	13,853,383	
RECON OJ	75,945,499		-13.4%	87,673,355		5,674,972		-3.0%	5,847,828	
Northeast Region										
Total Orange Juice	50,464,357	18.3%	-9.8%	55,929,794	18.3%	3,733,441	18.4%	-2.7%	3,835,843	18.3%
NFC OJ	38,360,367	20.6%	-8.8%	42,055,739	21.0%	2,873,361	21.0%	0.2%	2,867,405	20.7%
RECON OJ	10,666,120	14.0%	-9.6%	11,798,995	13.5%	768,956	13.5%	-6.5%	822,166	14.1%
South Region										
Total Orange Juice	117,686,922	42.6%	-9.0%	129,331,351	42.3%	8,675,282	42.7%	-1.9%	8,845,464	42.2%
NFC OJ	76,730,743	41.2%	-7.7%	83,100,042	41.5%	5,624,125	41.0%	-1.9%	5,734,613	41.4%
RECON OJ	34,625,097	45.6%	-9.8%	38,371,437	43.8%	2,608,767	46.0%	2.4%	2,548,776	43.6%
West Region										
Total Orange Juice	51,055,010	18.5%	-11.7%	57,849,742	18.9%	3,731,734	18.4%	-6.4%	3,986,579	19.0%
NFC OJ	34,598,687	18.6%	-6.5%	37,001,160	18.5%	2,531,473	18.5%	-2.3%	2,590,515	18.7%
RECON OJ	13,599,082	17.9%	-20.1%	17,024,838	19.4%	1,021,236	18.0%	-9.1%	1,123,911	19.2%
Midwest Region										
Total Orange Juice	57,024,222	20.7%	-9.4%	62,948,218	20.6%	4,167,229	20.5%	-3.2%	4,305,817	20.5%
NFC OJ	36,772,211	19.7%	-4.0%	38,323,521	19.1%	2,685,470	19.6%	0.7%	2,666,197	19.2%
RECON OJ	17,077,583	22.5%	-16.7%	20,497,887	23.4%	1,278,720	22.5%	-5.6%	1,354,122	23.2%

Dollars

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 05/16/26	% of Total	% Chg	4 Weeks Ending 05/17/25	% of Total
Total US										
Total Orange Juice	$3,257,563,840		2.1%	$3,189,080,764		$239,850,970		0.4%	$238,889,725	
NFC OJ	$2,399,088,734		6.5%	$2,251,785,417		$178,161,131		4.9%	$169,814,998	
RECON OJ	$722,188,317		-6.5%	$772,543,479		$52,562,718		-7.5%	$56,835,613	
Northeast Region										
Total Orange Juice	$597,917,302	18.4%	2.6%	$583,033,634	18.3%	$44,512,945	18.6%	1.4%	$43,892,044	18.4%
NFC OJ	$471,857,338	19.7%	4.9%	$449,944,590	20.0%	$35,455,576	19.9%	4.7%	$33,875,321	19.9%
RECON OJ	$110,230,606	15.3%	-1.5%	$111,952,961	14.5%	$8,042,250	15.3%	-4.9%	$8,453,325	14.9%
South Region										
Total Orange Juice	$1,348,505,937	41.4%	2.2%	$1,319,778,167	41.4%	$98,954,815	41.3%	0.5%	$98,426,078	41.2%
NFC OJ	$986,662,095	41.1%	6.1%	$929,907,161	41.3%	$72,790,194	40.9%	3.6%	$70,227,054	41.4%
RECON OJ	$304,969,994	42.2%	-5.3%	$321,917,055	41.7%	$22,154,572	42.1%	-4.2%	$23,134,740	40.7%
West Region										
Total Orange Juice	$644,984,505	19.8%	0.9%	$638,960,416	20.0%	$47,494,069	19.8%	-1.2%	$48,066,196	20.1%
NFC OJ	$474,820,485	19.8%	6.4%	$446,127,047	19.8%	$35,402,206	19.9%	5.6%	$33,539,437	19.8%
RECON OJ	$139,734,297	19.3%	-10.4%	$155,933,924	20.2%	$10,156,405	19.3%	-13.7%	$11,773,858	20.7%
Midwest Region										
Total Orange Juice	$666,713,897	20.5%	2.9%	$647,995,218	20.3%	$48,924,873	20.4%	0.8%	$48,535,860	20.3%
NFC OJ	$465,854,507	19.4%	9.3%	$426,065,898	18.9%	$34,512,574	19.4%	7.3%	$32,171,867	18.9%
RECON OJ	$167,463,325	23.2%	-8.4%	$182,884,214	23.7%	$12,231,881	23.3%	-9.3%	$13,484,914	23.7%

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: 05/26/26

Grapefruit Juice Sales at xAOC - by Region

Gallons

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 05/16/26	% of Total	% Chg	4 Weeks Ending 05/17/25	% of Total
Total US										
Total Grapefruit Juice	8,798,400		-9.5%	9,717,181		653,012		-9.0%	717,624	
NFC GJ	5,750,426		-15.0%	6,761,536		421,198		-15.8%	500,434	
RECON GJ	3,047,974		3.1%	2,955,644		231,814		6.7%	217,190	
Northeast Region										
Total Grapefruit Juice	1,691,429	19.2%	-8.7%	1,852,853	19.1%	126,812	19.4%	-6.4%	135,530	18.9%
NFC GJ	1,257,835	21.9%	-13.6%	1,456,653	21.5%	92,801	22.0%	-11.4%	104,749	20.9%
RECON GJ	433,594	14.2%	9.4%	396,201	13.4%	34,010	14.7%	10.5%	30,781	14.2%
South Region										
Total Grapefruit Juice	3,626,939	41.2%	-8.4%	3,960,468	40.8%	269,337	41.2%	-8.9%	295,625	41.2%
NFC GJ	2,238,264	38.9%	-14.9%	2,630,120	38.9%	163,215	38.8%	-17.6%	198,021	39.6%
RECON GJ	1,388,675	45.6%	4.4%	1,330,347	45.0%	106,122	45.8%	8.7%	97,604	44.9%
West Region										
Total Grapefruit Juice	2,017,323	22.9%	-11.2%	2,270,845	23.4%	147,733	22.6%	-12.8%	169,395	23.6%
NFC GJ	1,339,713	23.3%	-15.9%	1,592,848	23.6%	95,875	22.8%	-19.4%	118,944	23.8%
RECON GJ	677,610	22.2%	-0.1%	677,997	22.9%	51,859	22.4%	2.8%	50,452	23.2%
Midwest Region										
Total Grapefruit Juice	1,457,069	16.6%	-10.5%	1,627,372	16.7%	108,789	16.7%	-6.7%	116,577	16.2%
NFC GJ	909,429	15.8%	-15.5%	1,076,469	15.9%	68,947	16.4%	-11.9%	78,249	15.6%
RECON GJ	547,641	18.0%	-0.6%	550,903	18.6%	39,842	17.2%	3.9%	38,328	17.6%

Dollars

	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 05/16/26	% of Total	% Chg	4 Weeks Ending 05/17/25	% of Total
Total US										
Total Grapefruit Juice	$107,792,110		-3.3%	$111,504,183		$7,973,633		-7.5%	$8,619,466	
NFC GJ	$75,071,681		-8.0%	$81,581,887		$5,559,942		-14.0%	$6,467,132	
RECON GJ	$32,720,429		9.4%	$29,922,296		$2,413,690		12.1%	$2,152,335	
Northeast Region										
Total Grapefruit Juice	$21,865,410	20.3%	-2.9%	$22,528,231	20.2%	$1,663,979	20.9%	-6.0%	$1,769,962	20.5%
NFC GJ	$16,582,443	22.1%	-6.6%	$17,760,569	21.8%	$1,266,162	22.8%	-9.0%	$1,391,750	21.5%
RECON GJ	$5,282,968	16.1%	10.8%	$4,767,662	15.9%	$397,817	16.5%	5.2%	$378,213	17.6%
South Region										
Total Grapefruit Juice	$42,593,619	39.5%	-2.0%	$43,455,011	39.0%	$3,158,007	39.6%	-6.8%	$3,389,366	39.3%
NFC GJ	$28,195,461	37.6%	-7.7%	$30,557,586	37.5%	$2,073,089	37.3%	-16.5%	$2,482,309	38.4%
RECON GJ	$14,398,159	44.0%	11.6%	$12,897,425	43.1%	$1,084,917	44.9%	19.6%	$907,057	42.1%
West Region										
Total Grapefruit Juice	$26,147,601	24.3%	-5.6%	$27,706,996	24.8%	$1,880,419	23.6%	-11.2%	$2,116,847	24.6%
NFC GJ	$18,780,875	25.0%	-9.5%	$20,750,167	25.4%	$1,338,187	24.1%	-16.6%	$1,603,614	24.8%
RECON GJ	$7,366,727	22.5%	5.9%	$6,956,829	23.2%	$542,232	22.5%	5.7%	$513,233	23.8%
Midwest Region										
Total Grapefruit Juice	$17,006,867	15.8%	-3.7%	$17,658,680	15.8%	$1,256,896	15.8%	-5.6%	$1,331,094	15.4%
NFC GJ	$11,344,176	15.1%	-8.3%	$12,365,209	15.2%	$868,064	15.6%	-11.2%	$978,023	15.1%
RECON GJ	$5,662,690	17.3%	7.0%	$5,293,471	17.7%	$388,831	16.1%	10.1%	$353,071	16.4%

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: 05/26/26