Retail Sales Trends

Report # 11 of the 2025-26 Season
Period Ending 08/08/2026

Florida Department of Citrus
Economic and Market Research Department

2025-26

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This EMRD report provides the retail sales trends of orange juice, orange juice blends, and grapefruit juice for the period ending 08/08/2026.

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

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Quick Topline

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Total xAOC – 4 Weeks ending 08/08/26

TOTAL US - XAOC
4 WEEKS ENDING
08/08/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL OJ	19,167,761	19,248,934	0.42%	$230,228,780	$230,216,338	-0.01%	$12.01	$11.96	-0.43%
TL OJ REF NFC	12,656,760	12,916,318	2.05%	$166,188,473	$171,175,647	3.00%	$13.13	$13.25	0.93%
NFC <11oz	234,961	233,946	-0.43%	$4,691,679	$4,936,779	5.22%	$19.97	$21.10	5.68%
NFC 11-20oz	305,684	346,816	13.46%	$7,494,602	$8,383,355	11.86%	$24.52	$24.17	-1.41%
NFC 20-40oz	129,049	92,295	-28.48%	$3,049,209	$2,616,568	-14.19%	$23.63	$28.35	19.98%
NFC 40-70oz	8,069,455	8,374,668	3.78%	$104,313,086	$107,940,140	3.48%	$12.93	$12.89	-0.29%
NFC 70-110oz	3,371,124	3,312,584	-1.74%	$41,117,485	$41,316,917	0.49%	$12.20	$12.47	2.26%
NFC >110oz	546,488	556,010	1.74%	$5,522,413	$5,981,888	8.32%	$10.11	$10.76	6.47%
TL OJ REF RECON	5,414,829	5,451,467	0.68%	$53,036,759	$50,370,511	-5.03%	$9.79	$9.24	-5.67%
TL GJ	646,342	619,681	-4.12%	$8,002,706	$7,546,347	-5.70%	$12.38	$12.18	-1.65%

Total xAOC - SYTD

TOTAL US - XAOC
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	SYTD 2024-25	SYTD 2025-26	% Chg	SYTD 2024-25	SYTD 2025-26	% Chg	SYTD 2024-25	SYTD 2025-26	% Chg
TL OJ	250,738,548	236,045,625	-5.86%	$2,751,117,796	$2,790,668,947	1.44%	$10.97	$11.82	7.75%
TL OJ REF NFC	166,176,704	161,578,389	-2.77%	$1,958,465,629	$2,080,969,871	6.26%	$11.79	$12.88	9.28%
NFC <11oz	2,795,095	2,767,482	-0.99%	$54,606,201	$57,003,524	4.39%	$19.54	$20.60	5.43%
NFC 11-20oz	3,435,283	3,653,676	6.36%	$84,986,307	$92,488,012	8.83%	$24.74	$25.31	2.32%
NFC 20-40oz	1,724,897	1,177,472	-31.74%	$37,052,152	$31,551,021	-14.85%	$21.48	$26.80	24.74%
NFC 40-70oz	112,289,741	107,981,086	-3.84%	$1,283,652,859	$1,348,031,922	5.02%	$11.43	$12.48	9.21%
NFC 70-110oz	38,366,499	39,202,413	2.18%	$427,633,968	$481,757,454	12.66%	$11.15	$12.29	10.25%
NFC >110oz	7,565,190	6,796,260	-10.16%	$70,534,142	$70,137,938	-0.56%	$9.32	$10.32	10.69%
TL OJ REF RECON	70,065,577	63,780,248	-8.97%	$655,246,615	$604,232,772	-7.79%	$9.35	$9.47	1.30%
TL GJ	8,001,074	7,391,876	-7.61%	$94,862,009	$90,371,253	-4.73%	$11.86	$12.23	3.12%

Orange Juice Prices

- The scanner data as reported in the Nielsen Topline Report for period ending 08/08/2026 is preliminary. The Nielsen Topline report provides year-over-year (YOY) and season-to-date (STD) data.

- Average YOY Total OJ price decreased by 0.4% to $11.96 per equivalent gallon.
  - Average YOY NFC price increased by 0.9% to $13.25 per equivalent gallon.
  - Average YOY Recon price decreased by 5.7% to $9.24 per equivalent gallon.

- Average STD Total OJ price increased by 7.8% from $10.97 to $11.82 per equivalent gallon.
  - Average STD NFC price increased by 9.3 % from $ 11.79 to $ 12.88 per equivalent gallon.
  - Average STD Recon price increased by 1.3 % from $ 9.35 to $9.47 per equivalent gallon.

Orange Juice Volume

- The scanner data as reported in the Nielsen Topline Report for period ending 08/08/2026 is preliminary. The Nielsen Topline report provides year-over-year (YOY) and season-to-date (STD) data.

- Average YOY Total OJ sales increased by 0.4% to 19.25 million equivalent gallons.
  - Average YOY NFC sales increased by 2.1% (or by 0.26 million equivalent gallons).
  - Average YOY Recon sales increased by 0.7% (or by 0.04 million equivalent gallons).

- Average Total OJ sales for the season since October 2025 are down by 5.9% with 236.05 million equivalent gallons.
  - Average STD NFC sales decreased by 2.8% with 161.58 million equivalent gallons sold since October 2025.
  - Average STD Recon sales decreased by 9.0% with 63.78 million equivalent gallons sold since October 2025.

Container Size Categories

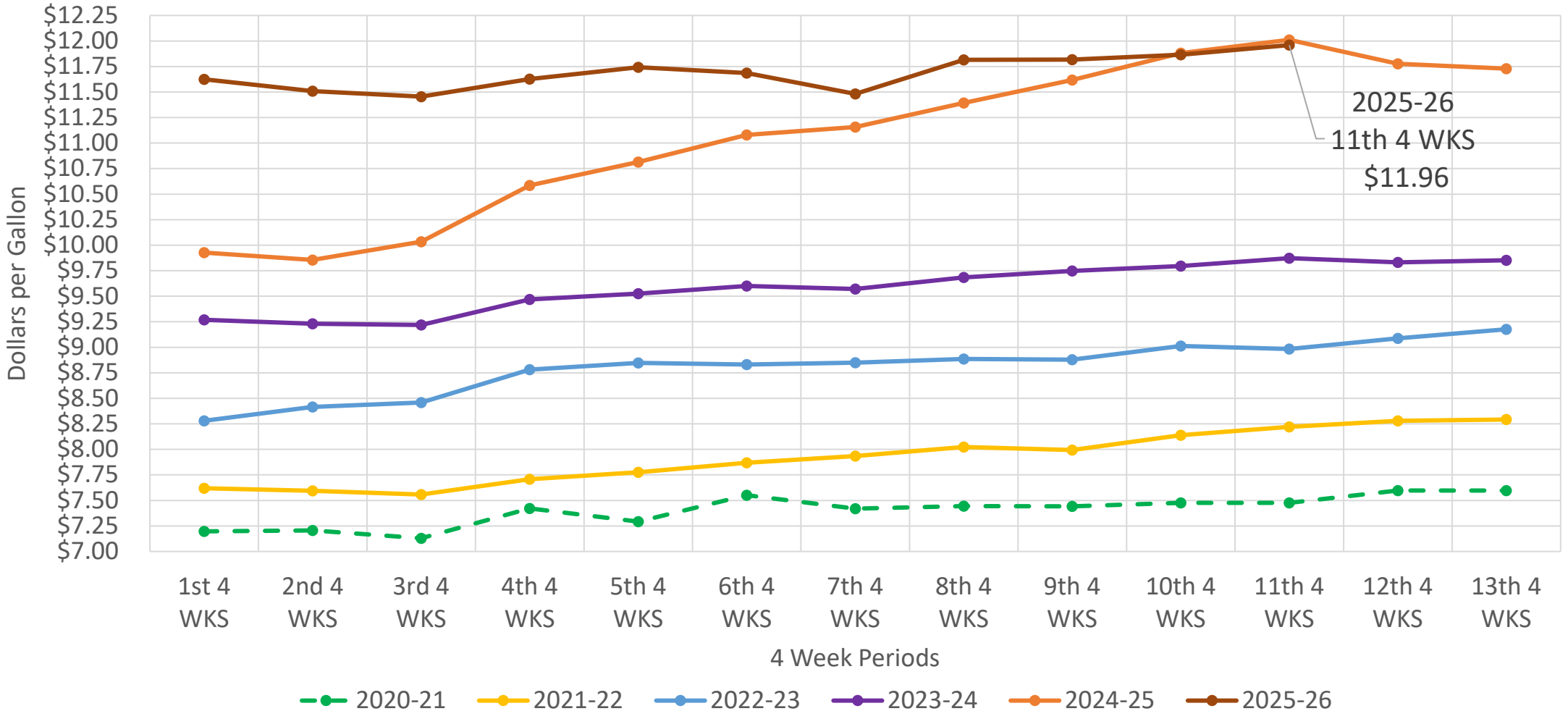
Size Ranges	Container sizes included (ounces)
<11 oz	6, 6.75, 8, 8.45, 10, 10.1, 10.5
11-20 oz	11, 11.5, 12, 12.07, 13.5, 14, 15.2, 16, 17.5
20-40 oz	20, 25.3, 25.4, 28, 32, 33.8
40-70 oz	46, 48, 52, 59, 59.15, 59.17, 63.882, 64
70-110 oz	76, 89, 92, 96
>110 oz	118, 128

Orange Juice Summary

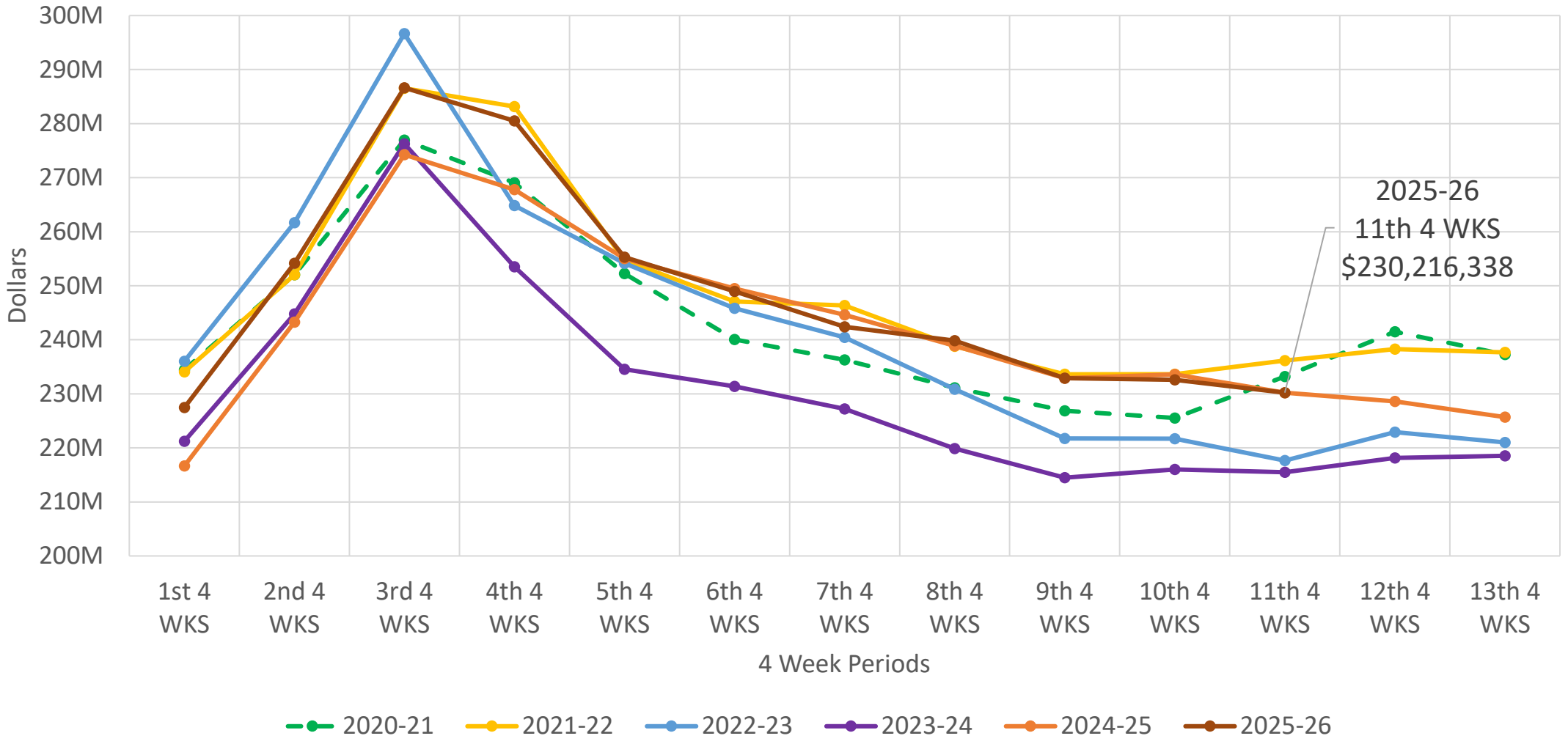
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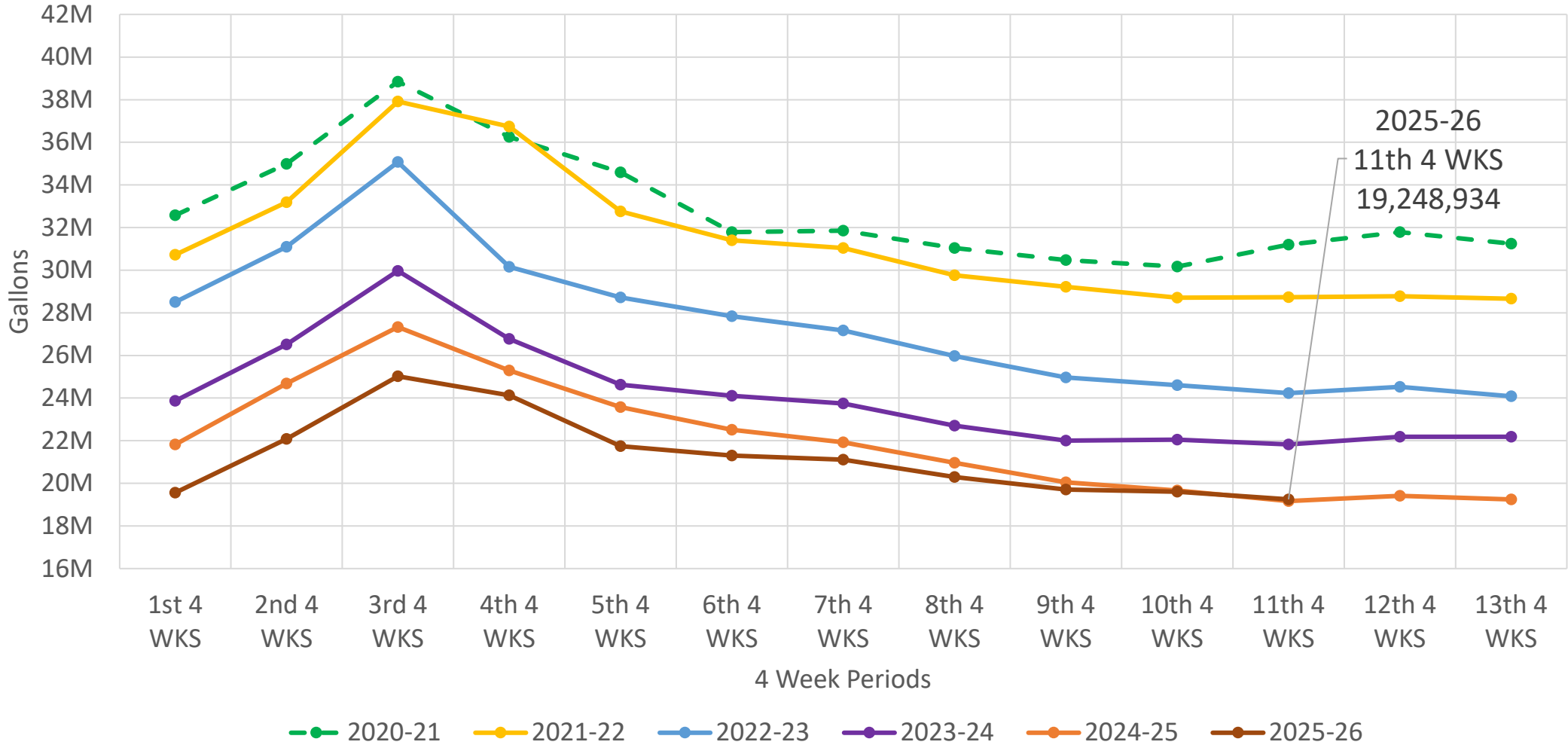
Average OJ Price (xAOC)



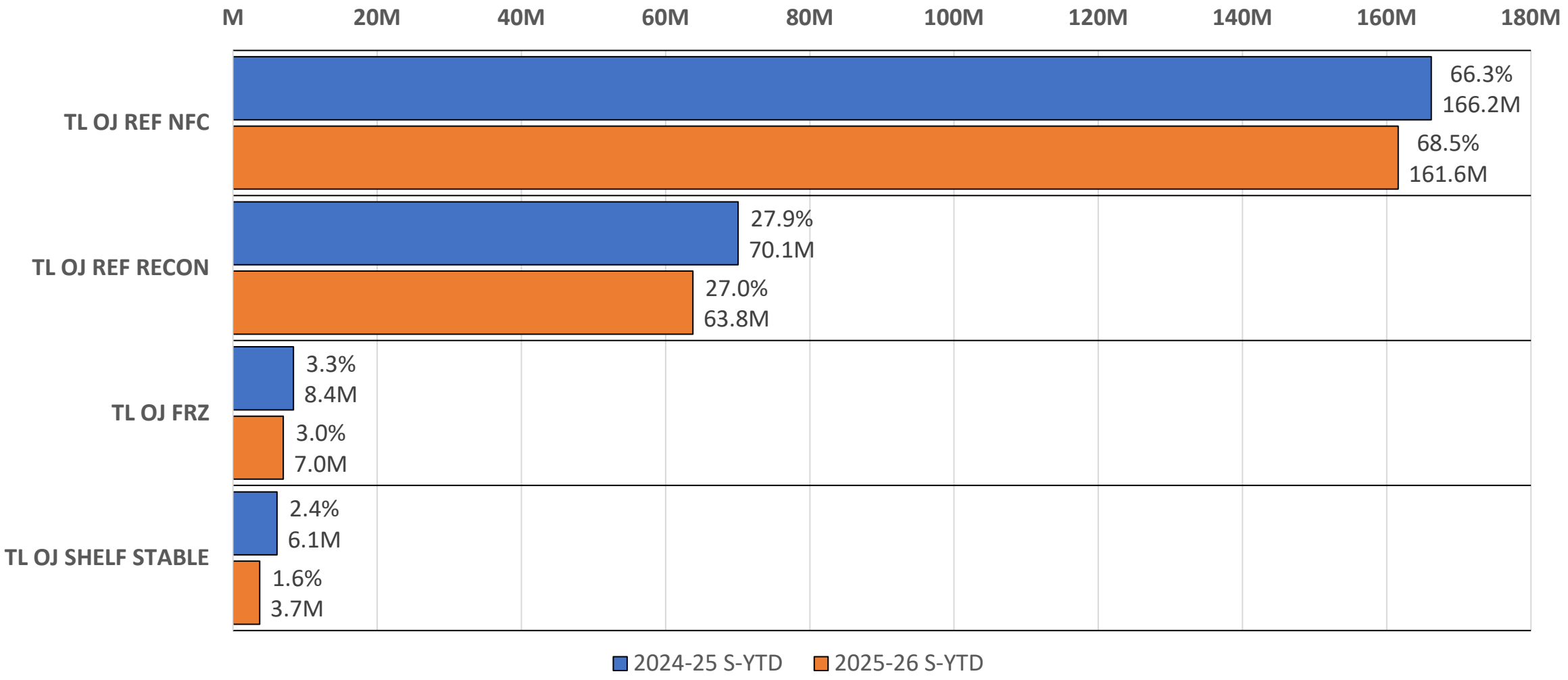
Total OJ Dollars (xAOC)



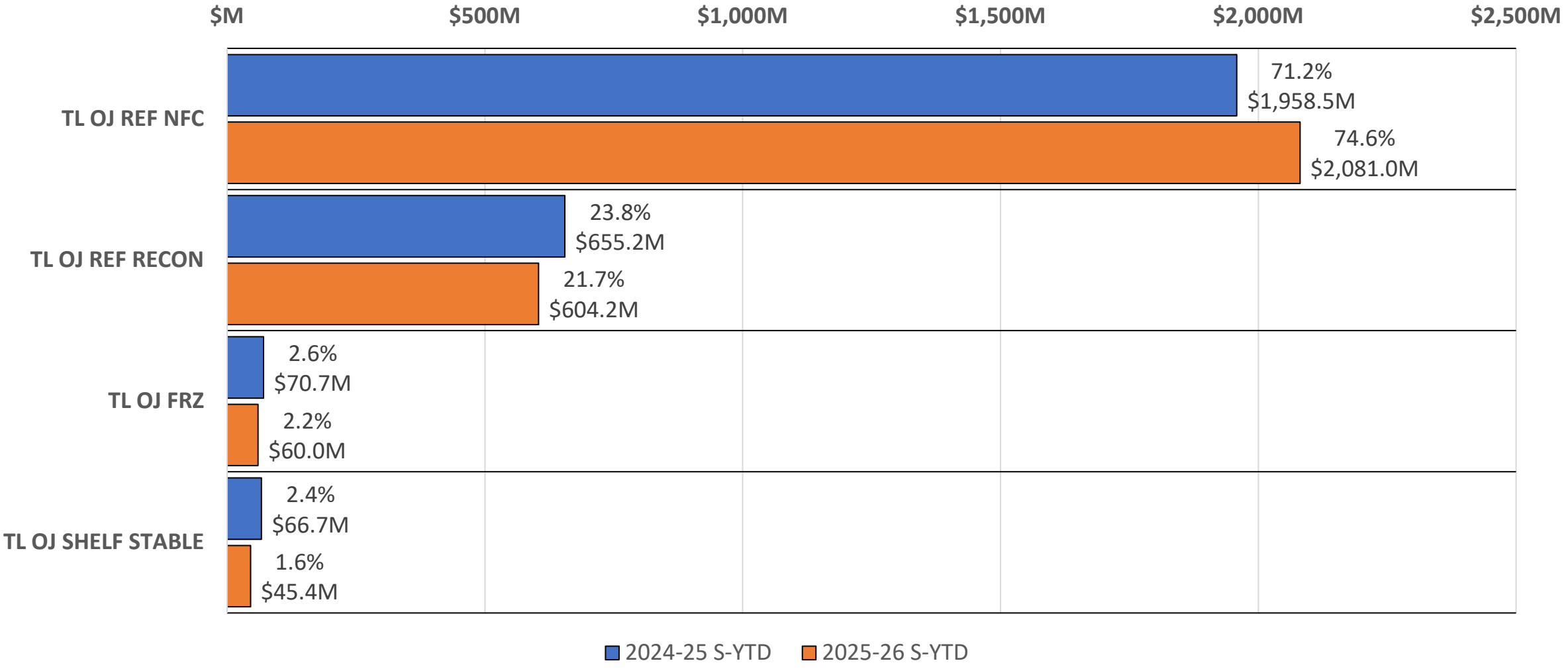
Total OJ Gallons (xAOC)



OJ Volume Share by Product



OJ Dollar Share by Product

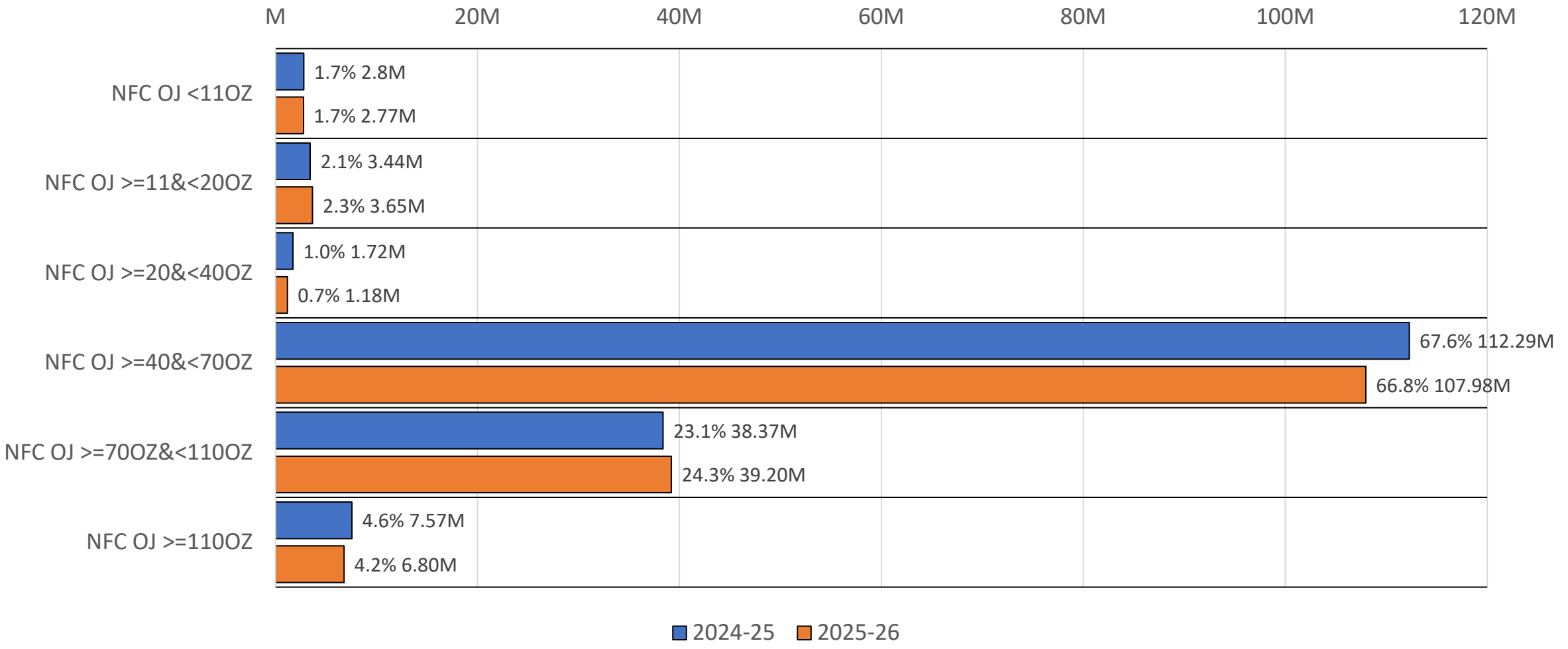


NFC Orange Juice

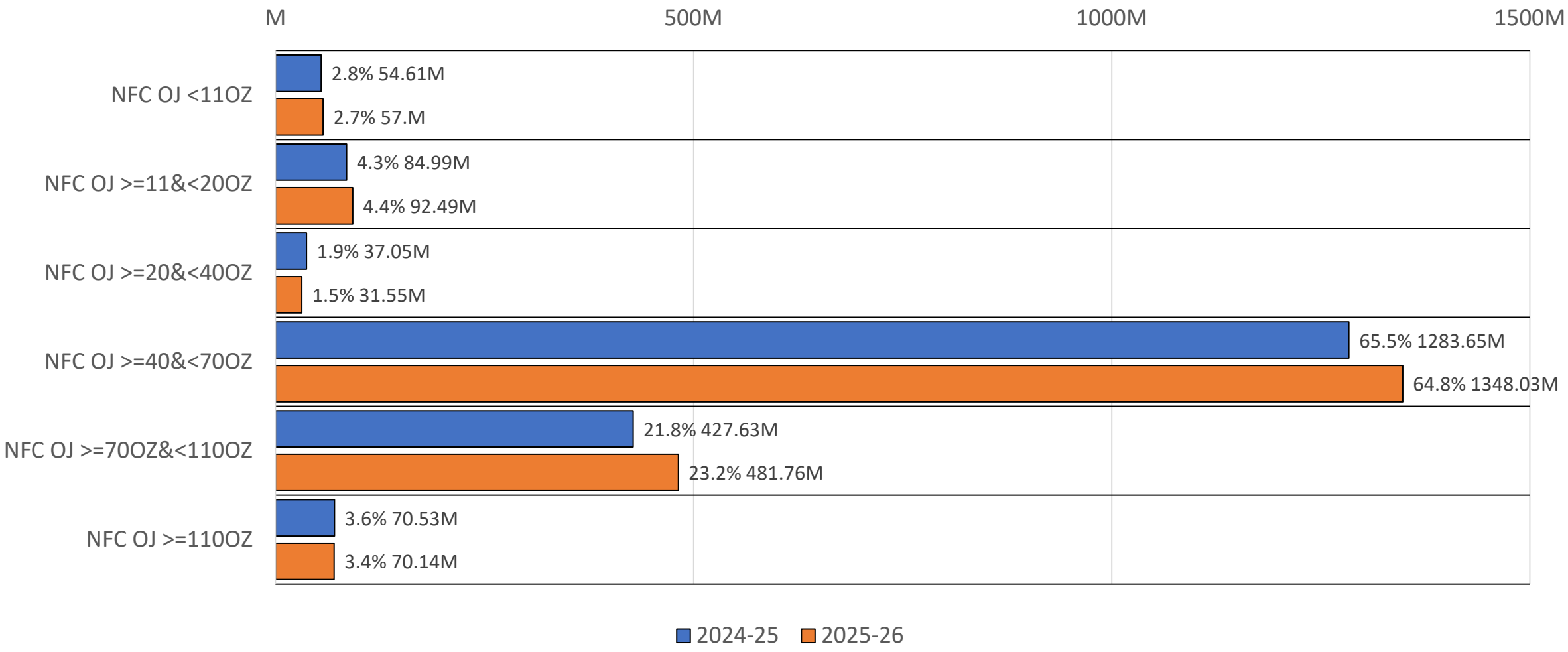
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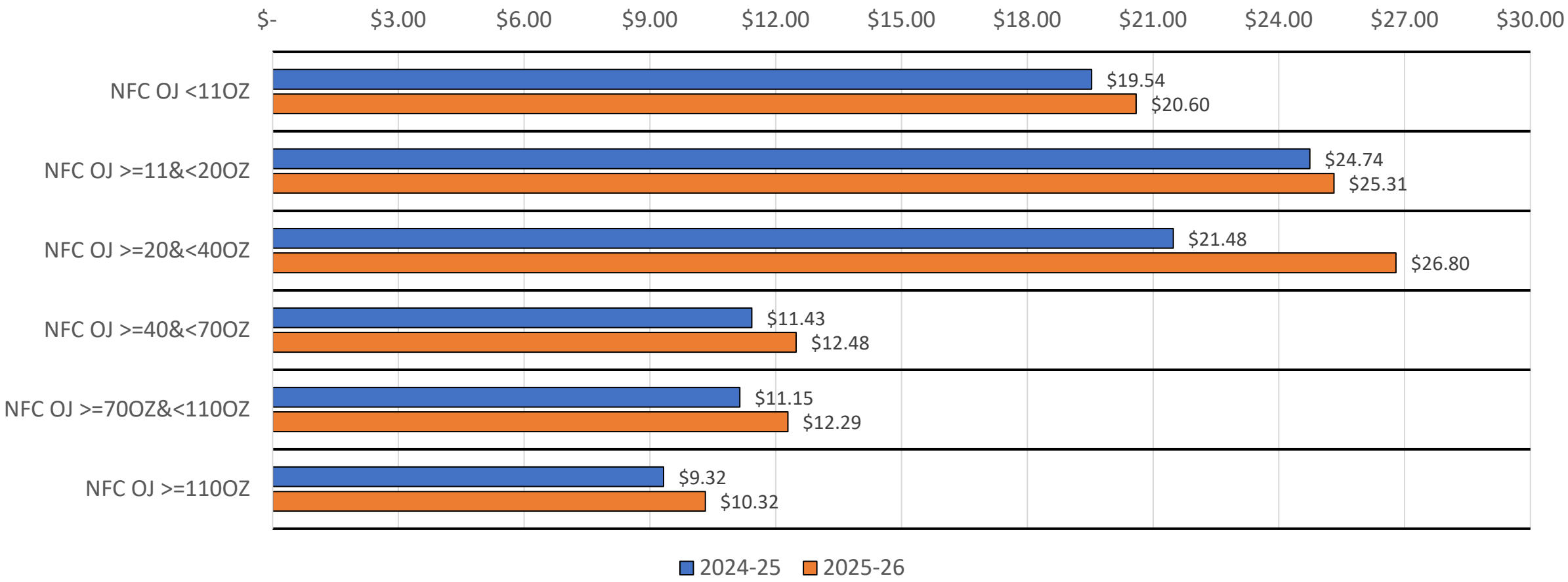
NFC OJ Gallon Sales by Size (S-YTD)



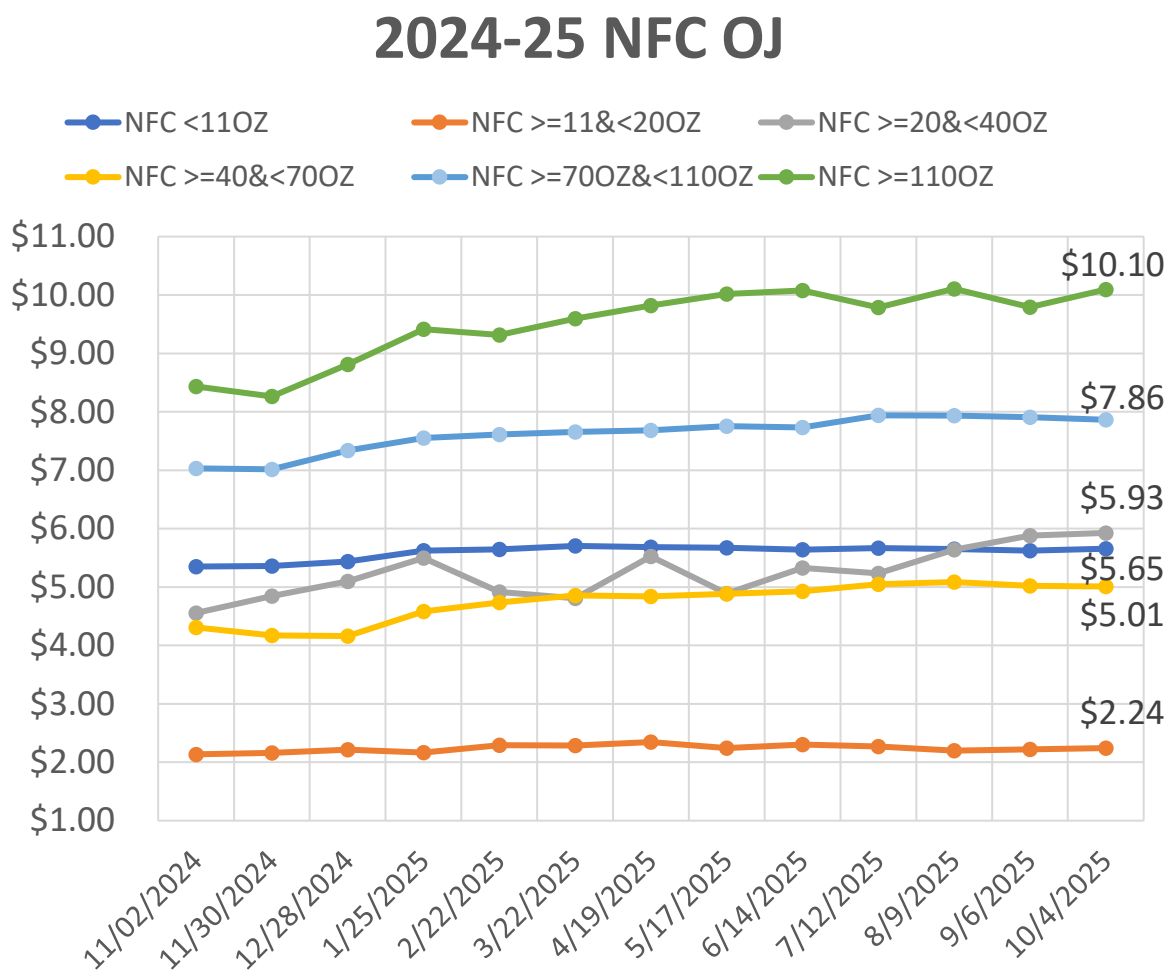
NFC OJ Dollar Sales by Size (S-YTD)

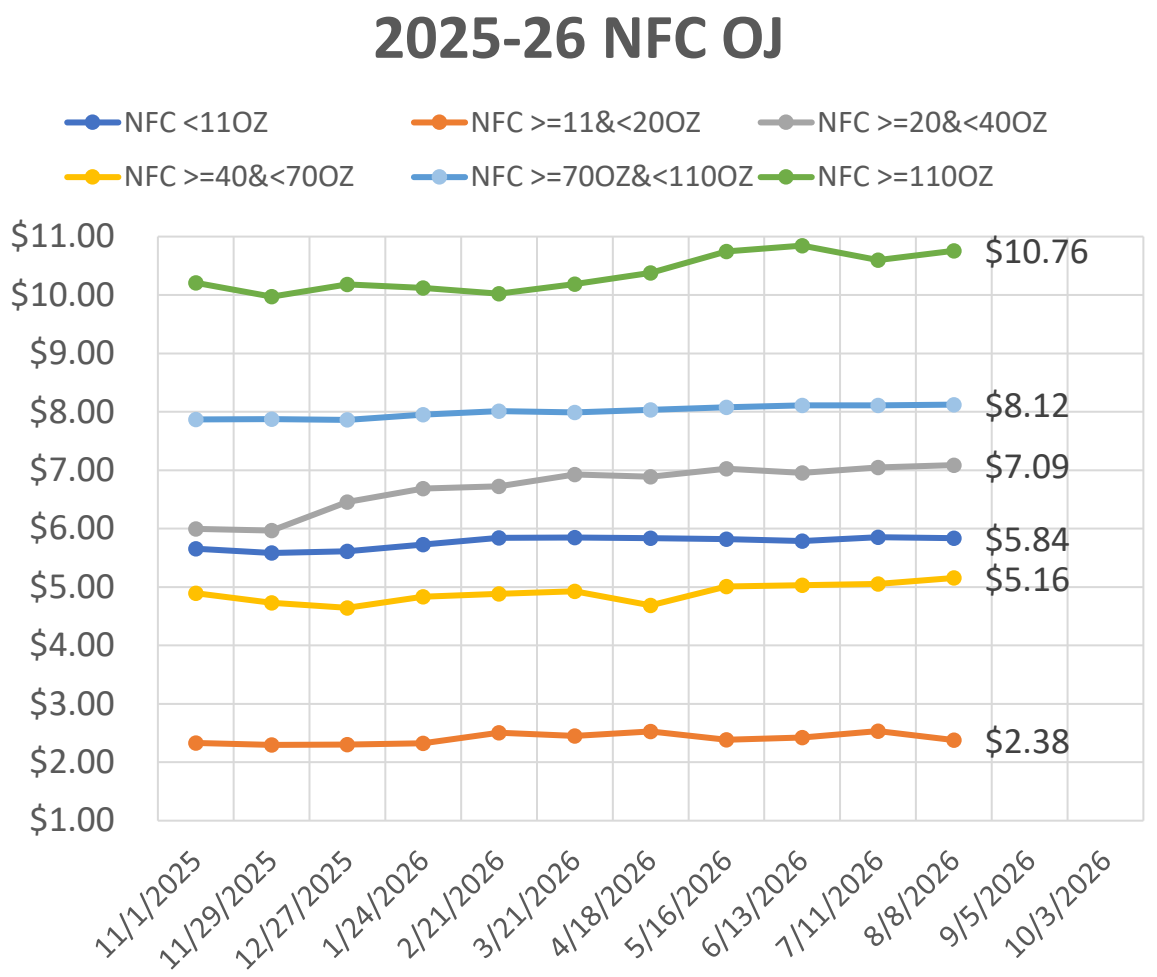


NFC OJ Dollars per Gallon by Size (S-YTD)

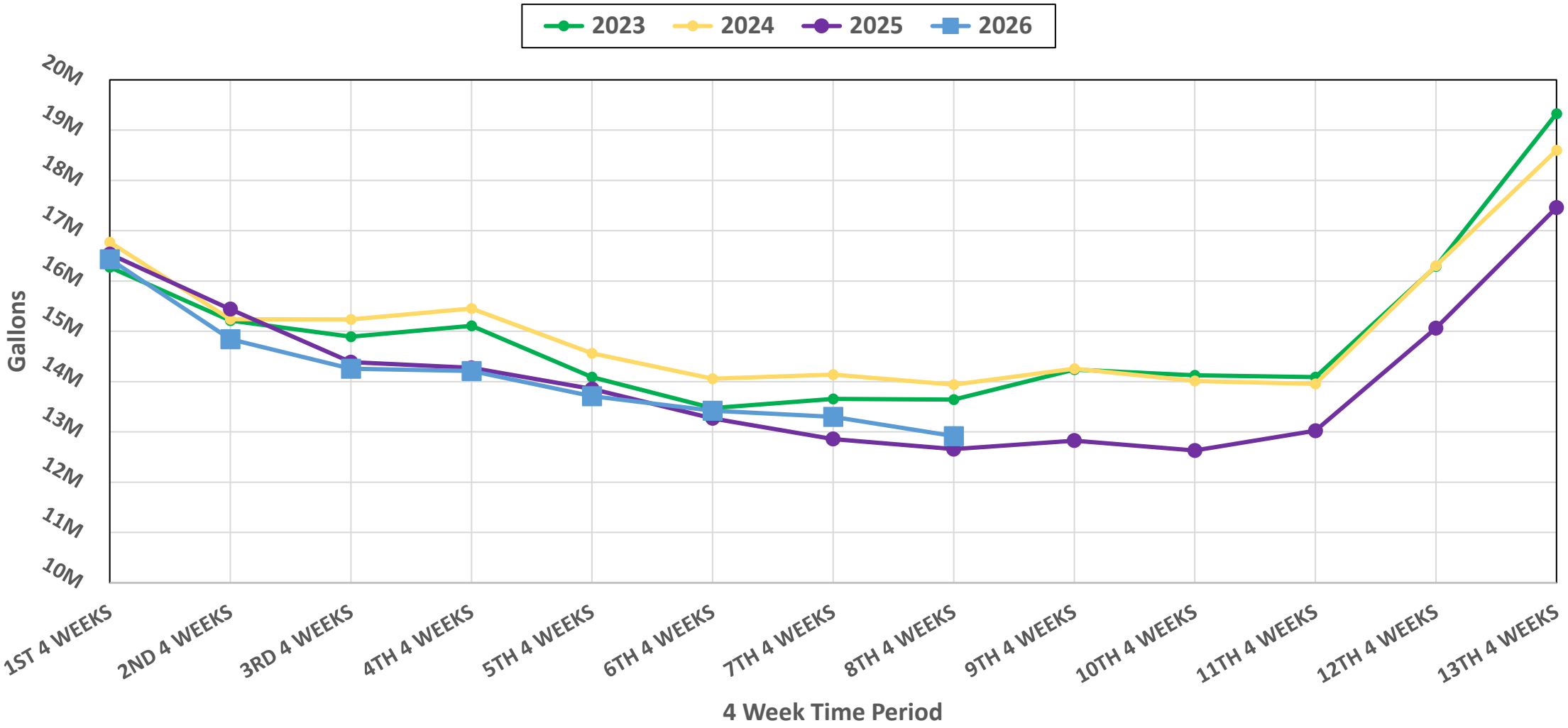


NFC OJ Average Retail Price by Size

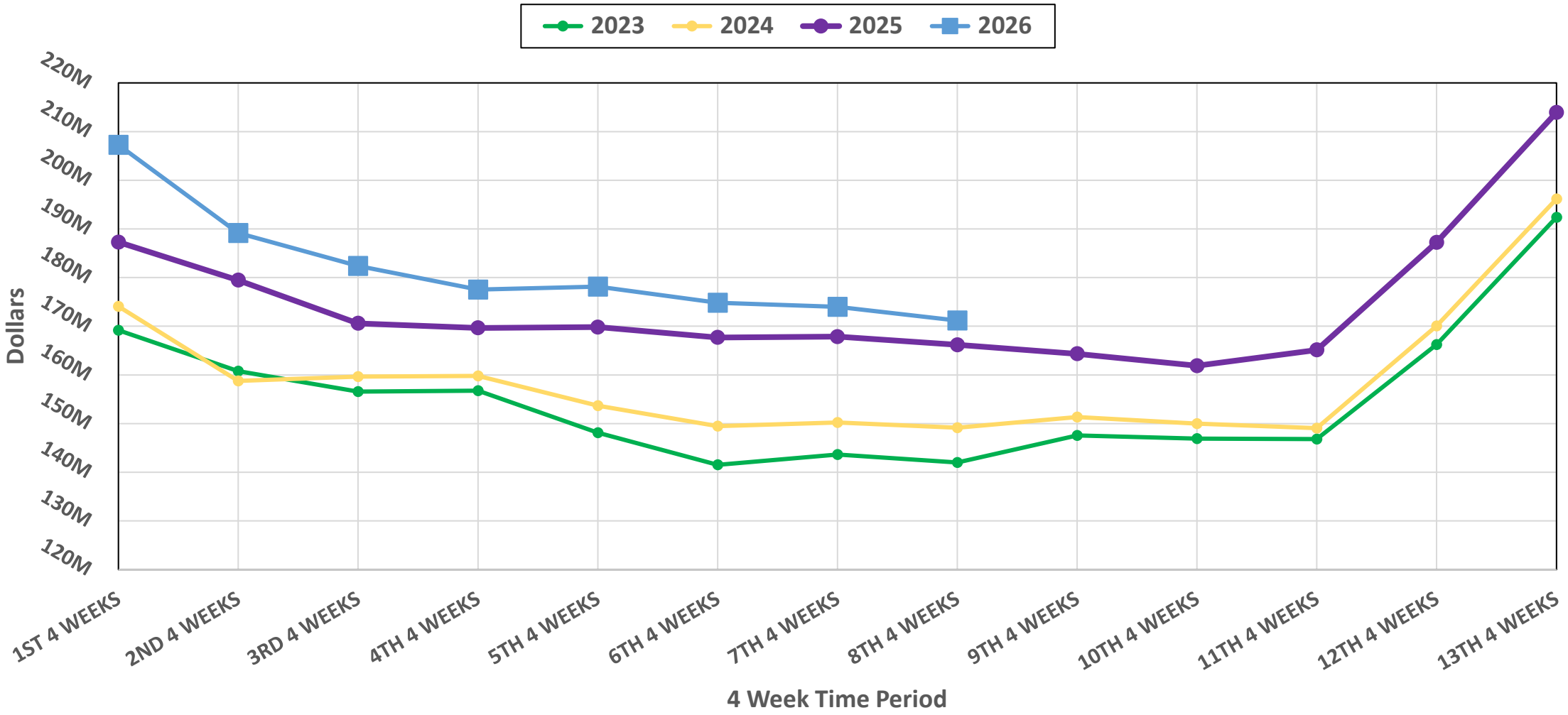




NFC OJ Gallon Sales (Year-over-Year)



NFC OJ Dollar Sales (Year-over-Year)

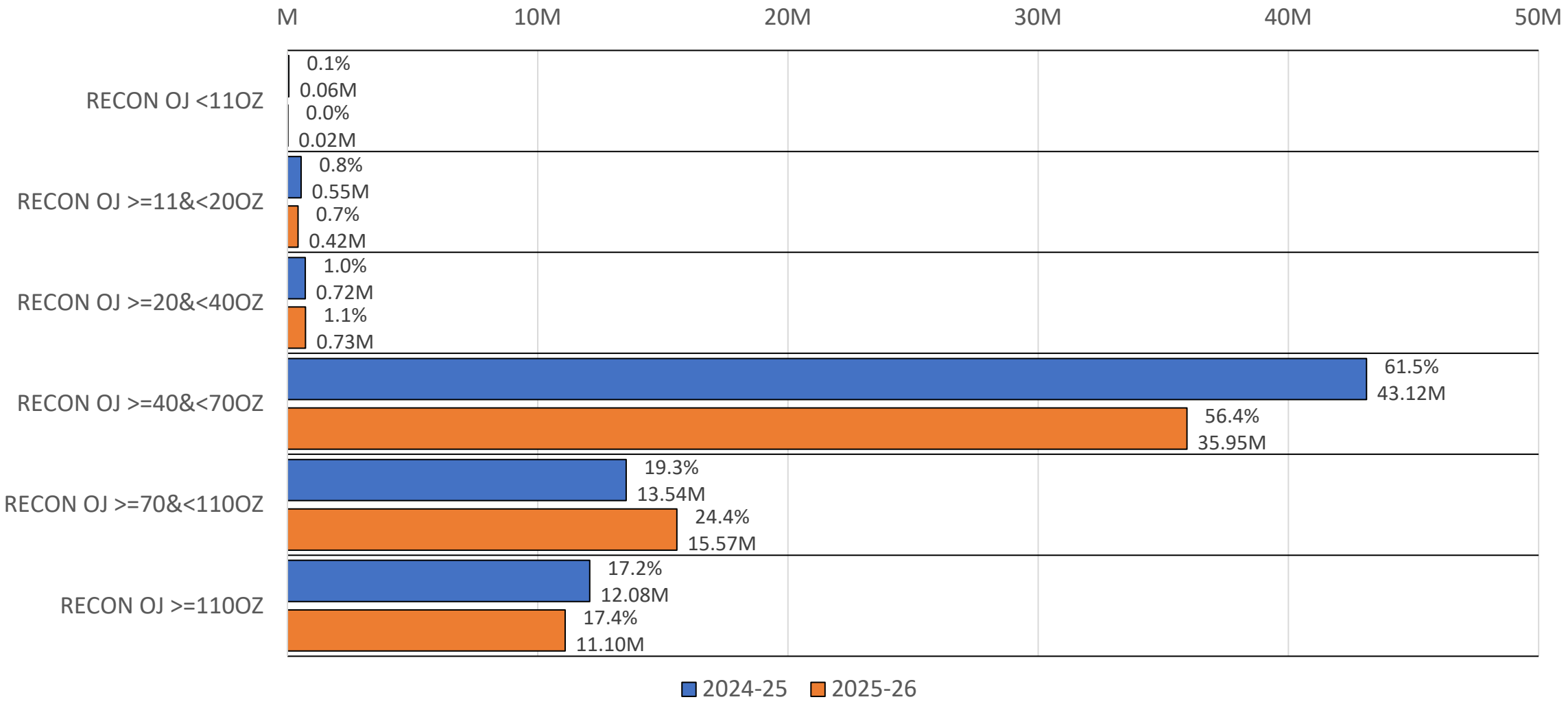


Recon Orange Juice

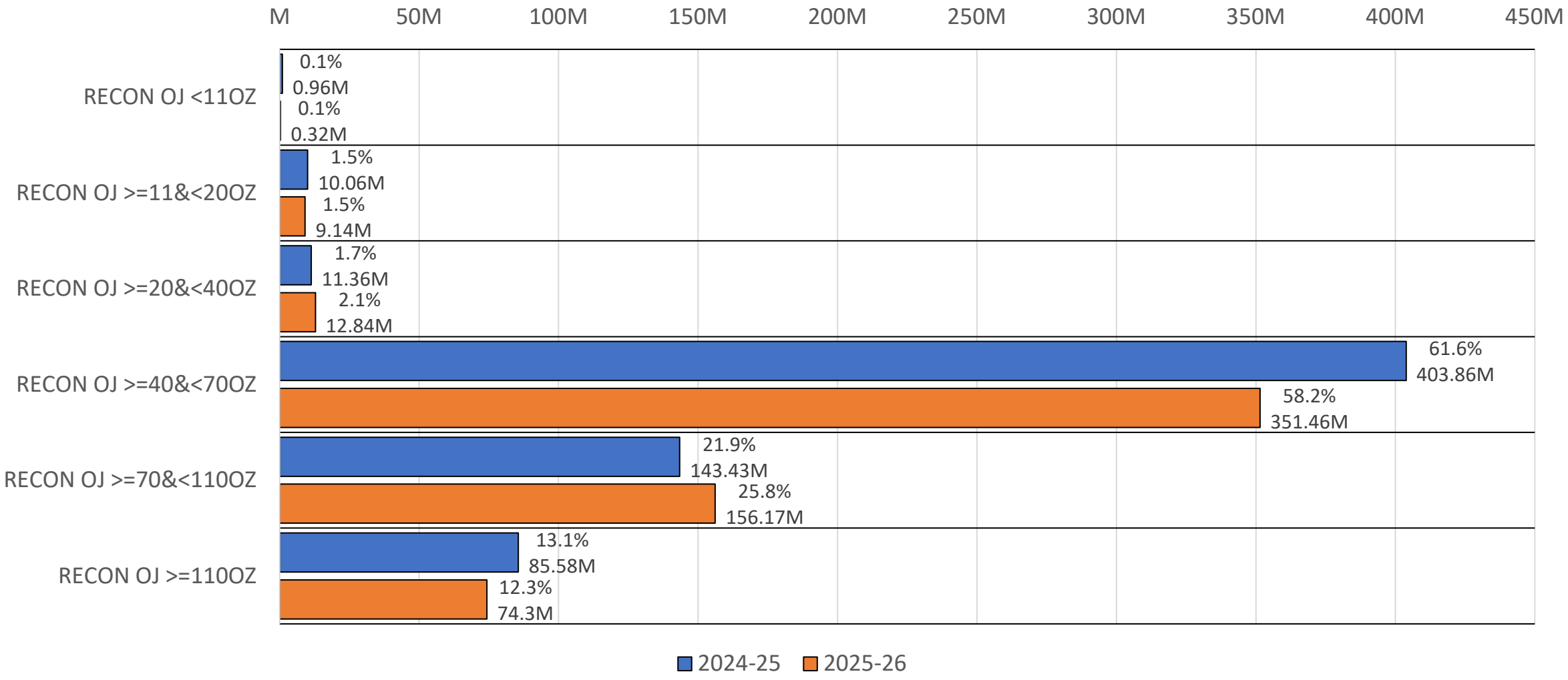
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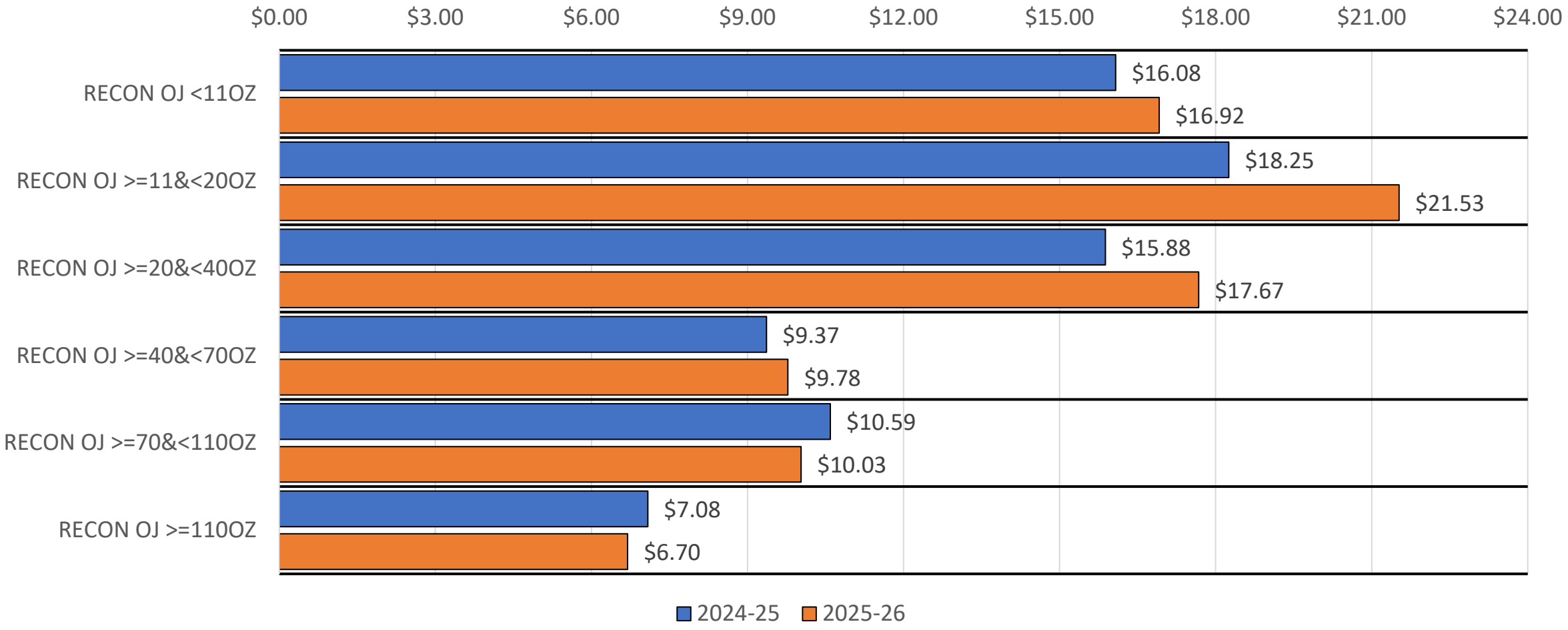
Recon OJ Gallon Sales by Size (S-YTD)



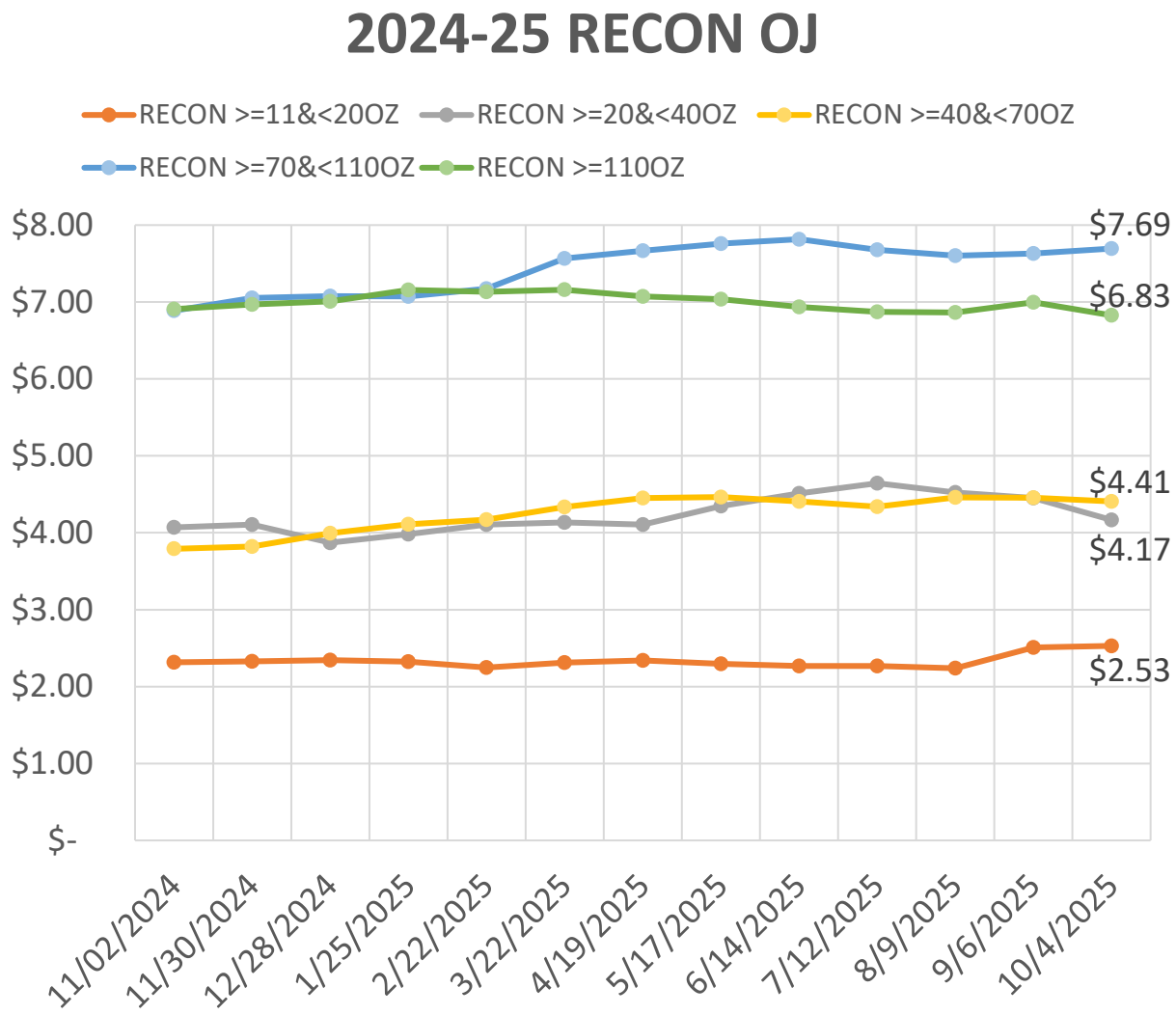
Recon OJ Dollar Sales by Size (S-YTD)

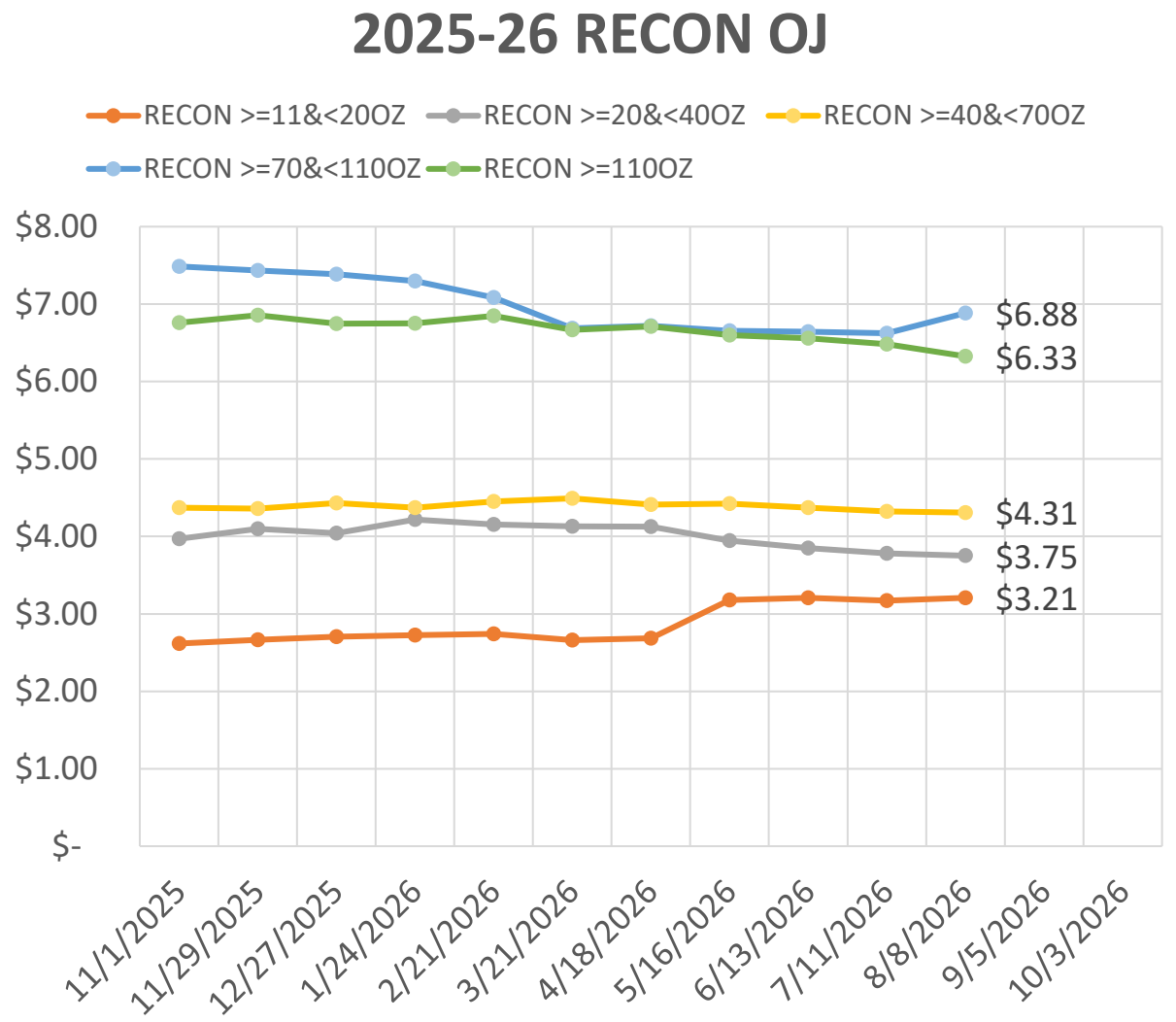


Recon OJ Dollars per Gallon by Size (S-YTD)

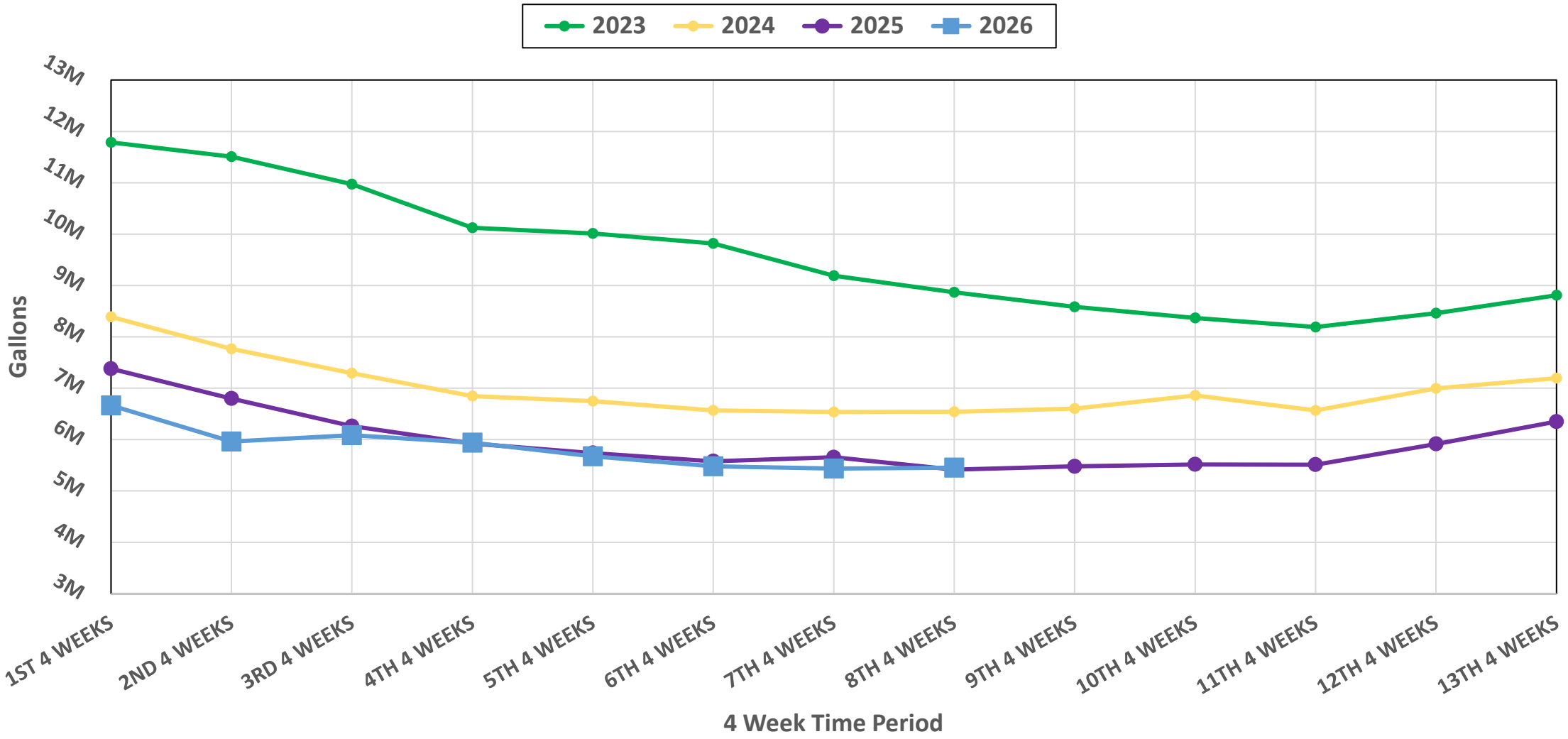


Recon OJ Average Retail Price by Size

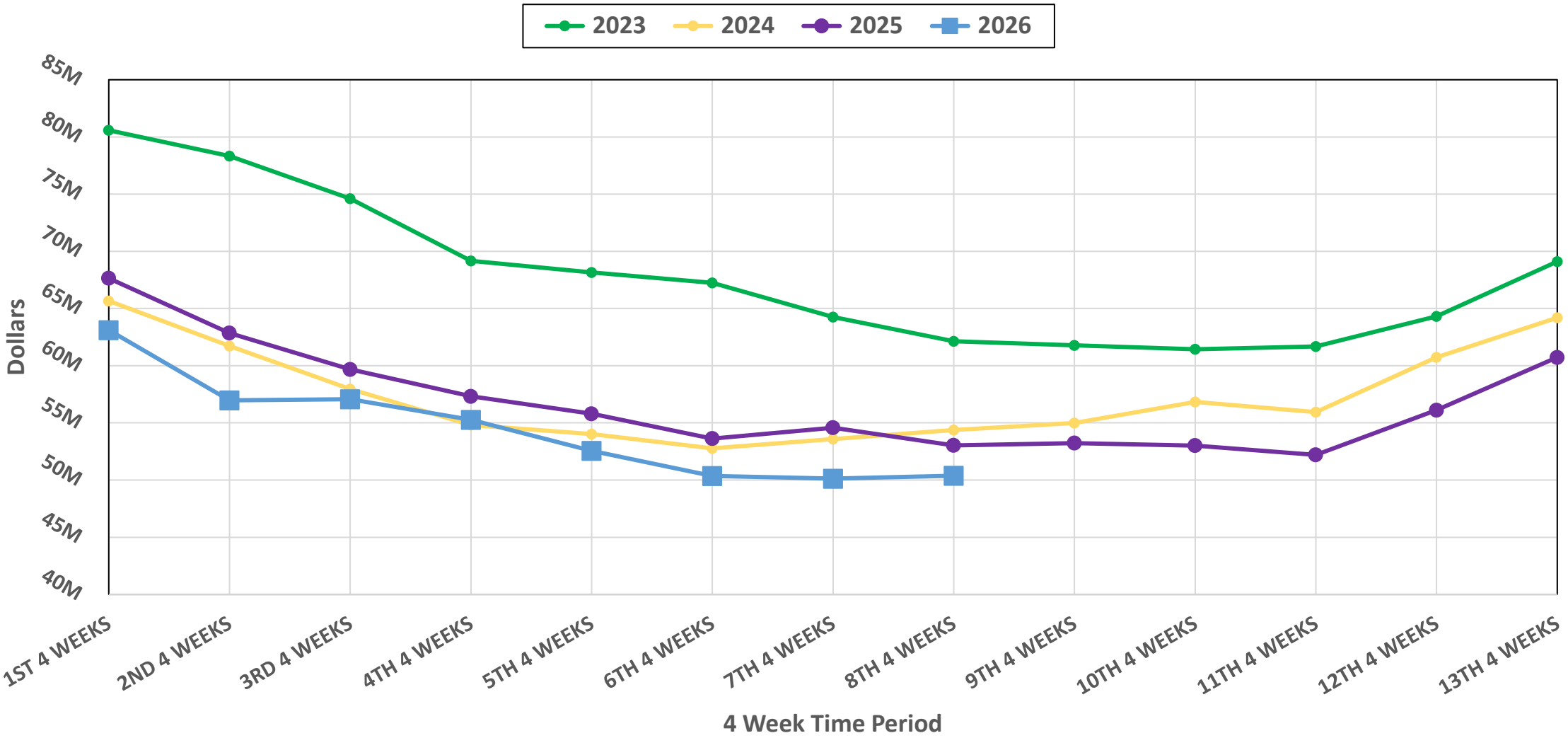




Recon OJ Gallon Sales (Year-over-Year)



Recon OJ Dollar Sales (Year-over-Year)



Orange Juice
Measures of Distribution

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Percent ACV Distribution

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

NFC OJ Percent ACV Distribution

NFC% ACV Distribution by Container Size

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
<11 oz	56.0	55.4	57.3
11-20 oz	82.0	80.2	83.0
20-40 oz.	14.9	17.3	15.1
40-70 oz	94.8	94.5	94.6
70-110 oz	73.4	72.4	72.5
>110 oz	36.9	37.5	42.6
Total NFC	96.0	95.9	95.9

*Season YTD from
Nielsen IQ Discover

Recon OJ Percent ACV Distribution

Recon % ACV Distribution by Container Size

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
<11 oz	0.3	0.6	4.2
11-20 oz	18.2	19.5	19.1
20-40 oz.	12.1	11.6	13.1
40-70 oz	78.7	76.6	75.7
70-110 oz	50.3	50.2	52.3
>110 oz	28.1	34.5	61.3
Total Recon	84.8	83.6	83.7

*Season YTD from
Nielsen IQ Discover

Percent Change in Total Distribution Points (TDP)

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

NFC OJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-1.58%	-6.63%	2.72%
11-20 oz	6.15%	-5.11%	1.94%
20-40 oz.	-35.37%	29.36%	10.43%
40-70 oz	1.53%	-4.07%	1.57%
70-110 oz	-0.70%	-9.32%	-3.42%
>110 oz	-2.88%	-13.40%	-4.98%
Total NFC	0.42%	-5.21%	0.39%

*Season YTD from Nielsen IQ Discover

Recon OJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-57.52%	1.62%	-35.00%
11-20 oz	-8.58%	5.46%	15.16%
20-40 oz.	2.89%	-3.10%	-1.64%
40-70 oz	-11.23%	-8.17%	-11.40%
70-110 oz	6.03%	35.66%	-6.40%
>110 oz	-23.26%	-51.23%	-5.20%
Total Recon	-8.25%	-7.85%	-9.14%

*Season YTD from Nielsen IQ Discover

Percent Change in Average Number of Items per Store

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

NFC OJ Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	-2.65%	-3.56%	-2.53%
11-20 oz	3.84%	-1.98%	3.28%
20-40 oz.	-24.95%	14.32%	8.83%
40-70 oz	1.19%	-3.94%	1.95%
70-110 oz	-2.09%	-9.41%	-2.41%
>110 oz	-1.29%	-0.23%	4.62%
Total NFC	0.33%	-5.19%	0.81%

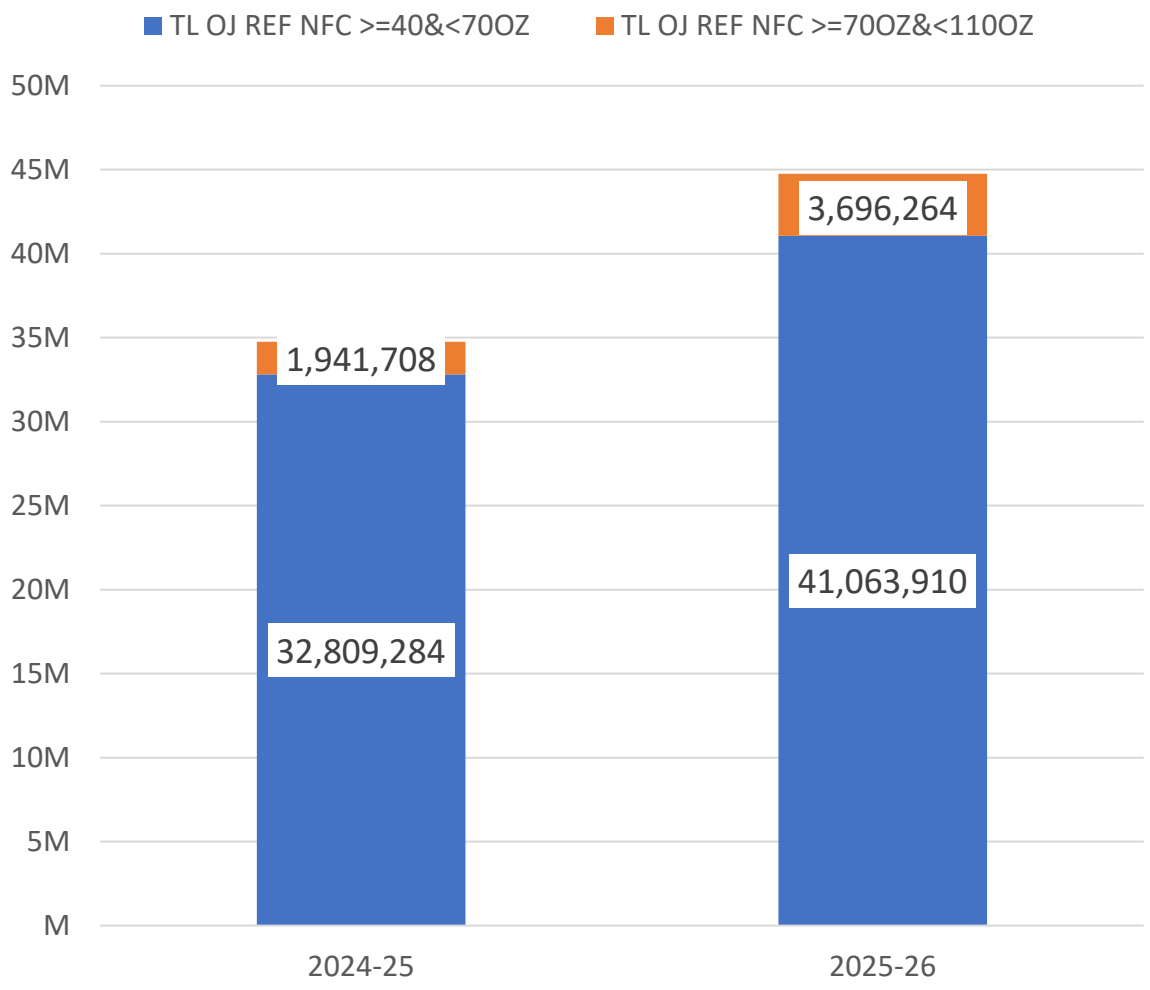
*Season YTD from Nielsen IQ Discover

Recon OJ Average Number of Items per Store Percent Change

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
<11 oz	0.00%	-0.05%	-3.66%
11-20 oz	-2.00%	6.37%	6.83%
20-40 oz.	-1.52%	-0.18%	0.97%
40-70 oz	-13.62%	-8.03%	-11.29%
70-110 oz	5.93%	41.35%	2.39%
>110 oz	-5.79%	-10.76%	-4.25%
Total Recon	-9.51%	-7.31%	-9.03%

*Season YTD from Nielsen IQ Discover

NFC OJ Gallons Sold on Promotion



Product	NO PROMO		ANY PROMO	
	2024-25	2025-26	2024-25	2025-26
TL OJ REF NFC <11OZ	2,556,090	2,583,531	239,005	183,950
TL OJ REF NFC >=11&<20OZ	2,623,924	2,718,981	811,358	934,695
TL OJ REF NFC >=20&<40OZ	1,245,964	1,007,541	478,934	169,931
TL OJ REF NFC >=40&<70OZ	79,480,457	66,917,176	32,809,284	41,063,910
TL OJ REF NFC >=70OZ&<110OZ	36,424,791	35,506,149	1,941,708	3,696,264
TL OJ REF NFC >=110OZ	6,315,568	5,576,954	1,249,622	1,219,305
TL OJ REF NFC	**128,646,794**	**114,310,333**	**37,529,911**	**47,268,056**

Product	NO PROMO		ANY PROMO	
	2024-25	2025-26	2024-25	2025-26
TL OJ REF NFC <11OZ	1.5%	1.6%	0.1%	0.1%
TL OJ REF NFC >=11&<20OZ	1.6%	1.7%	0.5%	0.6%
TL OJ REF NFC >=20&<40OZ	0.7%	0.6%	0.3%	0.1%
TL OJ REF NFC >=40&<70OZ	47.8%	41.4%	19.7%	25.4%
TL OJ REF NFC >=70OZ&<110OZ	21.9%	22.0%	1.2%	2.3%
TL OJ REF NFC >=110OZ	3.8%	3.5%	0.8%	0.8%
TL OJ REF NFC	**77.4%**	**70.7%**	**22.6%**	**29.3%**

NFC OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
NFC <11OZ	2,556,090	2,583,531	239,005	183,950	30,762	10,464	8,088	8,716	50	32	226,934	175,312
NFC >=11&<20OZ	2,623,924	2,718,981	811,358	934,695	199,156	120,502	32,157	64,080	23,982	5,355	766,456	881,864
NFC >=20&<40OZ	1,245,964	1,007,541	478,934	169,931	94,696	16,515	5,253	8,808	3,009	82	472,421	158,866
NFC >=40&<70OZ	79,480,457	66,917,176	32,809,284	41,063,910	14,191,016	15,817,642	3,430,619	3,474,801	1,085,725	916,976	27,751,635	37,672,900
NFC >=70OZ&<110OZ	36,424,791	35,506,149	1,941,708	3,696,264	409,301	654,182	239,674	280,951	9,728	21,291	1,478,219	3,362,961
NFC >=110OZ	6,315,568	5,576,954	1,249,622	1,219,305	685,558	156,839	41,570	145,926	11,905	7,281	1,073,830	1,111,757
NFC TOTAL	**128,646,794**	**114,310,333**	**37,529,911**	**47,268,056**	**15,610,488**	**16,776,144**	**3,757,361**	**3,983,282**	**1,134,400**	**951,018**	**31,769,495**	**43,363,660**

Recon OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
RECON <11OZ	57,860	16,560	1,896	2,268	77	0	245	4	0	0	1,651	2,264
RECON >=11&<20OZ	474,809	385,217	76,195	39,507	8,222	3,435	10,571	3,426	170	0	59,705	35,789
RECON >=20&<40OZ	472,989	500,551	242,489	225,983	1,043	1,036	3,137	3,794	0	15	239,472	222,156
RECON >=40&<70OZ	31,456,958	24,388,972	11,663,522	11,558,501	3,681,033	2,762,396	415,434	363,410	279,711	106,389	10,832,751	11,046,781
RECON >=70OZ&<110OZ	11,696,696	10,313,188	1,841,297	5,253,130	254,352	268,748	100,581	119,417	13,512	8,286	1,724,050	5,136,740
RECON >=110OZ	10,077,002	8,502,104	2,003,864	2,594,268	731,476	212,522	94,375	147,627	1,217	918	1,280,057	2,313,698
RECON TOTAL	**54,236,314**	**44,106,592**	**15,829,263**	**19,673,656**	**4,676,202**	**3,248,137**	**624,343**	**637,679**	**294,609**	**115,609**	**14,137,685**	**18,757,428**

NFC + Recon OJ Gallons Sold on Promotion

	NO PROMO GALLONS		ANY PROMO GALLONS		ANY FEAT W/O DISP GALLONS		ANY DISP W/O FEAT GALLONS		ANY FEAT AND DISP GALLONS		PRICE DECR GALLONS	
Size	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**	**2024-25**	**2025-26**
REF OJ <11OZ	2,613,951	2,600,091	240,901	186,218	30,838	10,464	8,333	8,719	50	32	228,585	177,576
REF OJ >=11&<20OZ	3,098,734	3,104,198	887,553	974,202	207,378	123,937	42,728	67,506	24,152	5,355	826,162	917,652
REF OJ >=20&<40OZ	1,718,953	1,508,092	721,423	395,914	95,739	17,551	8,389	12,602	3,009	97	711,892	381,023
REF OJ >=40&<70OZ	110,937,415	91,306,147	44,472,806	52,622,411	17,872,048	18,580,039	3,846,053	3,838,212	1,365,436	1,023,366	38,584,386	48,719,681
REF OJ >=70OZ&<110OZ	48,121,487	45,819,337	3,783,006	8,949,393	663,652	922,929	340,255	400,369	23,240	29,578	3,202,269	8,499,701
REF OJ >=110OZ	16,392,570	14,079,058	3,253,486	3,813,573	1,417,034	369,361	135,945	293,554	13,122	8,199	2,353,887	3,425,455
REF OJ TOTAL	**182,883,108**	**158,416,925**	**53,359,174**	**66,941,712**	**20,286,689**	**20,024,281**	**4,381,704**	**4,620,961**	**1,429,009**	**1,066,627**	**45,907,180**	**62,121,088**

OJ Blends and Drinks

Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Definitions

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

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

Total OJ Blends and Drinks – 4 Weeks ending 08/08/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL OJ (100% OJ)	**19,167,761**	**19,248,934**	**0.42%**	**$230,228,780**	**$230,216,338**	**-0.01%**	**$12.01**	**$11.96**	**-0.43%**
TL of All OJ Blends/ Drinks	**15,055,105**	**15,573,230**	**3.44%**	**$91,075,315**	**$93,907,676**	**3.11%**	**$6.05**	**$6.03**	**-0.32%**
OJ Blend (100% Juice)	*1,206,298*	*2,458,523*	*103.81%*	*$13,510,023*	*$15,524,820*	*14.91%*	*$11.20*	*$6.31*	*-43.62%*
OJ Drink	*1,378,476*	*1,475,348*	*7.03%*	*$13,938,402*	*$15,574,523*	*11.74%*	*$10.11*	*$10.56*	*4.40%*
OJ Blend Drink	*12,470,331*	*11,639,359*	*-6.66%*	*$63,626,891*	*$62,808,333*	*-1.29%*	*$5.10*	*$5.40*	*5.76%*

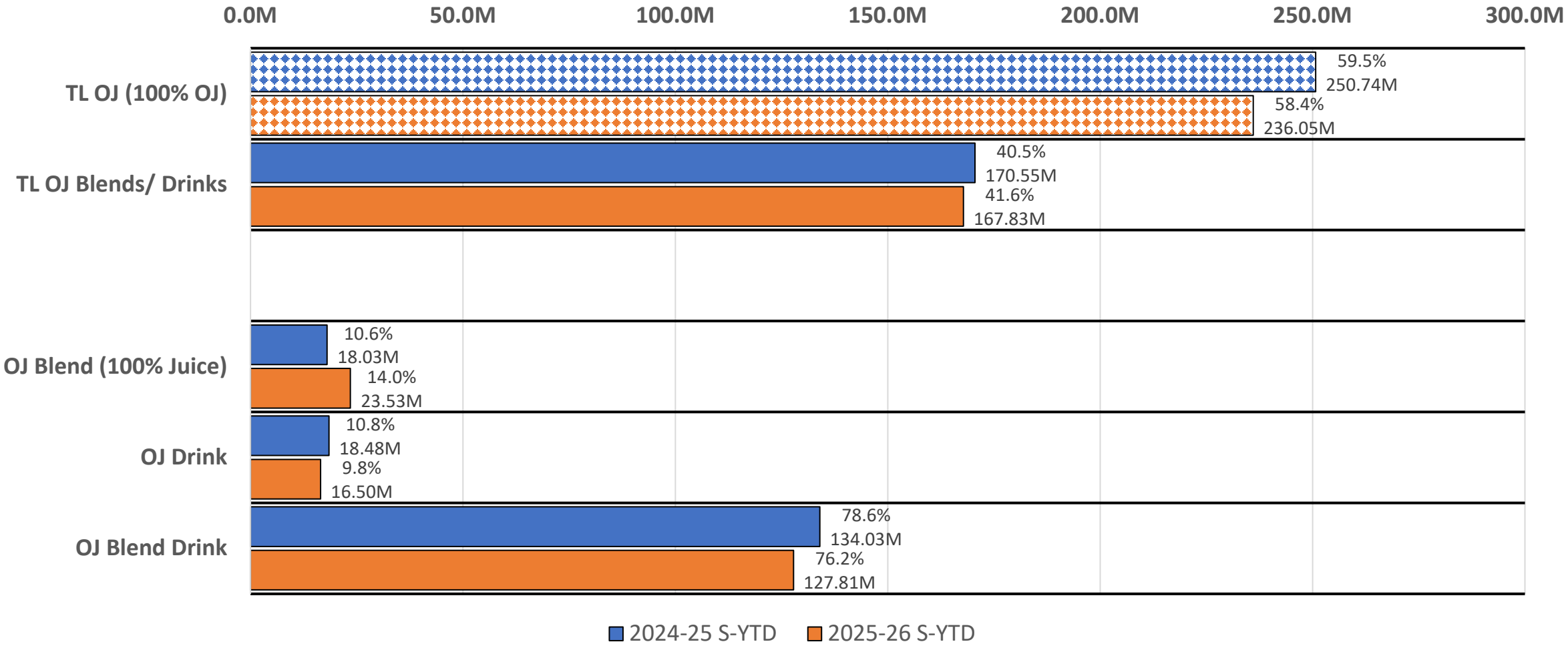
Total OJ Blends and Drinks - SYTD

TOTAL US - XAOC

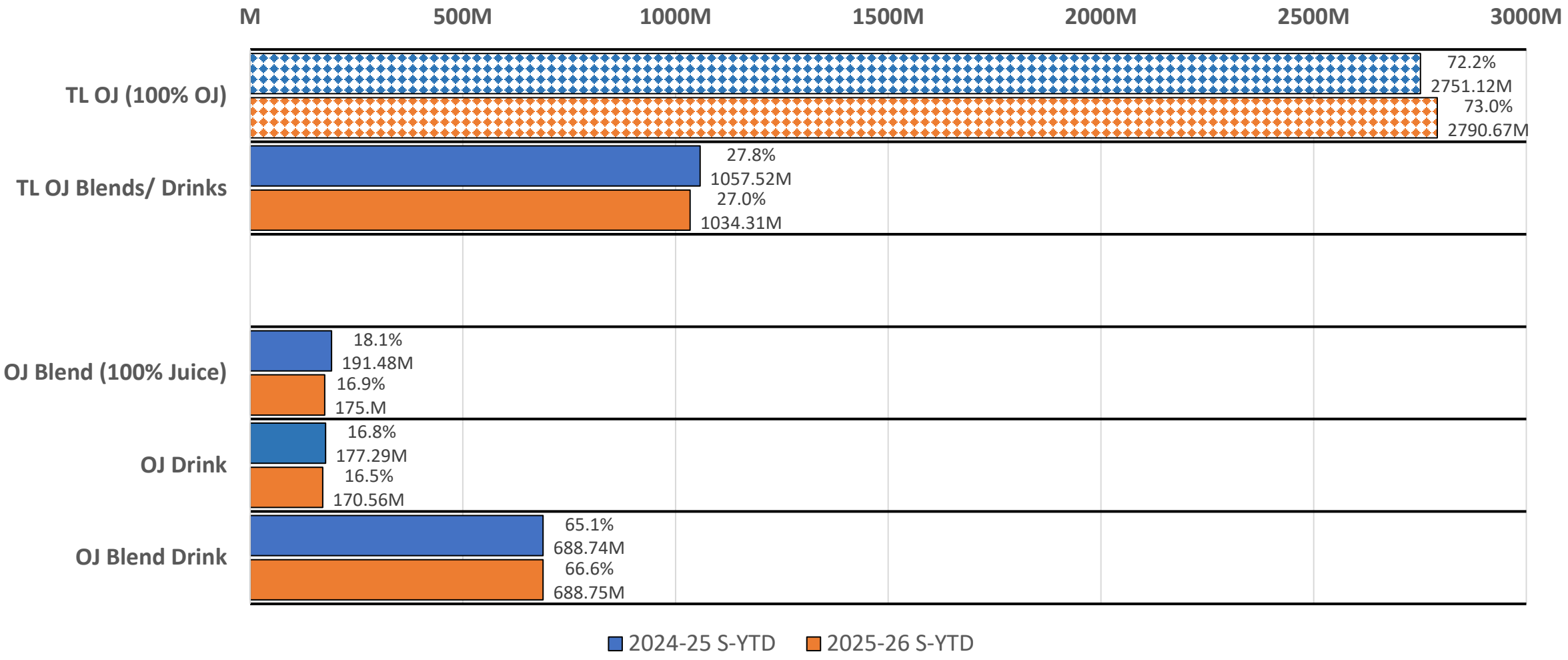
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg.	2024-25	2025-26	% Chg.
TL OJ (100% OJ)	**250,738,548**	**236,045,625**	**-5.86%**	**$2,751,117,796**	**$2,790,668,947**	**1.44%**	**$10.97**	**$11.82**	**7.75%**
TL of All OJ Blends/ Drinks	**170,546,235**	**167,834,078**	**-1.59%**	**$1,057,518,191**	**$1,034,308,005**	**-2.19%**	**$6.20**	**$6.16**	**-0.61%**
OJ Blend (100% Juice)	*18,034,329*	*23,525,017*	*30.45%*	*$191,481,953*	*$175,000,590*	*-8.61%*	*$10.62*	*$7.44*	*-29.94%*
OJ Drink	*18,476,989*	*16,498,092*	*-10.71%*	*$177,291,443*	*$170,558,715*	*-3.80%*	*$9.60*	*$10.34*	*7.74%*
OJ Blend Drink	*134,034,918*	*127,810,969*	*-4.64%*	*$688,744,796*	*$688,748,701*	*0.00%*	*$5.14*	*$5.39*	*4.87%*

Total OJ Blends and Drinks Volume Share by Product



Total OJ Blends and Drinks Dollar Share by Product



Total OJ Blends and Drinks Percent ACV Distribution

Total OJ Blends and Drinks % ACV Distribution

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
OJ Blend (100% Juice)	81.4	81.1	82.4
OJ Drink	77.2	76.1	78.8
OJ Blend Drink	94.7	94.0	87.0
TL OJ (100% OJ)	97.5	97.5	97.6

*Season YTD from
Nielsen IQ Discover

Total OJ Blends and Drinks Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
OJ Blend (100% Juice)	-2.7%	-16.3%	-1.1%
OJ Drink	0.3%	-2.6%	4.4%
OJ Blend Drink	-5.3%	4.3%	1.2%
TL OJ (100% OJ)	-5.9%	-6.9%	-4.9%

*Season YTD from Nielsen IQ Discover

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

% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
OJ Blend (100% Juice)	-3.2%	-16.1%	-1.4%
OJ Drink	-1.1%	-3.5%	3.4%
OJ Blend Drink	-6.0%	4.5%	3.1%
TL OJ (100% OJ)	-6.0%	-6.7%	-4.4%

*Season YTD from Nielsen IQ Discover

Grapefruit Juice

Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Total GJ – 4 Weeks ending 08/08/26

	Gallons			Dollars			Price per EQ Gallon		
	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg	4 Weeks YA	4 Weeks	% Chg
TL GJ	646,342	619,681	-4.12%	$8,002,706	$7,546,347	-5.70%	$12.38	$12.18	-1.65%
TL GJ REF NFC	434,007	399,062	-8.05%	$5,840,410	$5,353,021	-8.35%	$13.46	$13.41	-0.32%
TL GJ REF RECON	7,348	7,443	1.30%	$185,065	$195,734	5.77%	$25.19	$26.30	4.41%
TL GJ FRZ	648	3,949	509.41%	$4,263	$28,909	578.22%	$6.58	$7.32	11.29%
TL GJ SHELF STABLE	204,340	209,227	2.39%	$1,972,968	$1,968,682	-0.22%	$9.66	$9.41	-2.55%

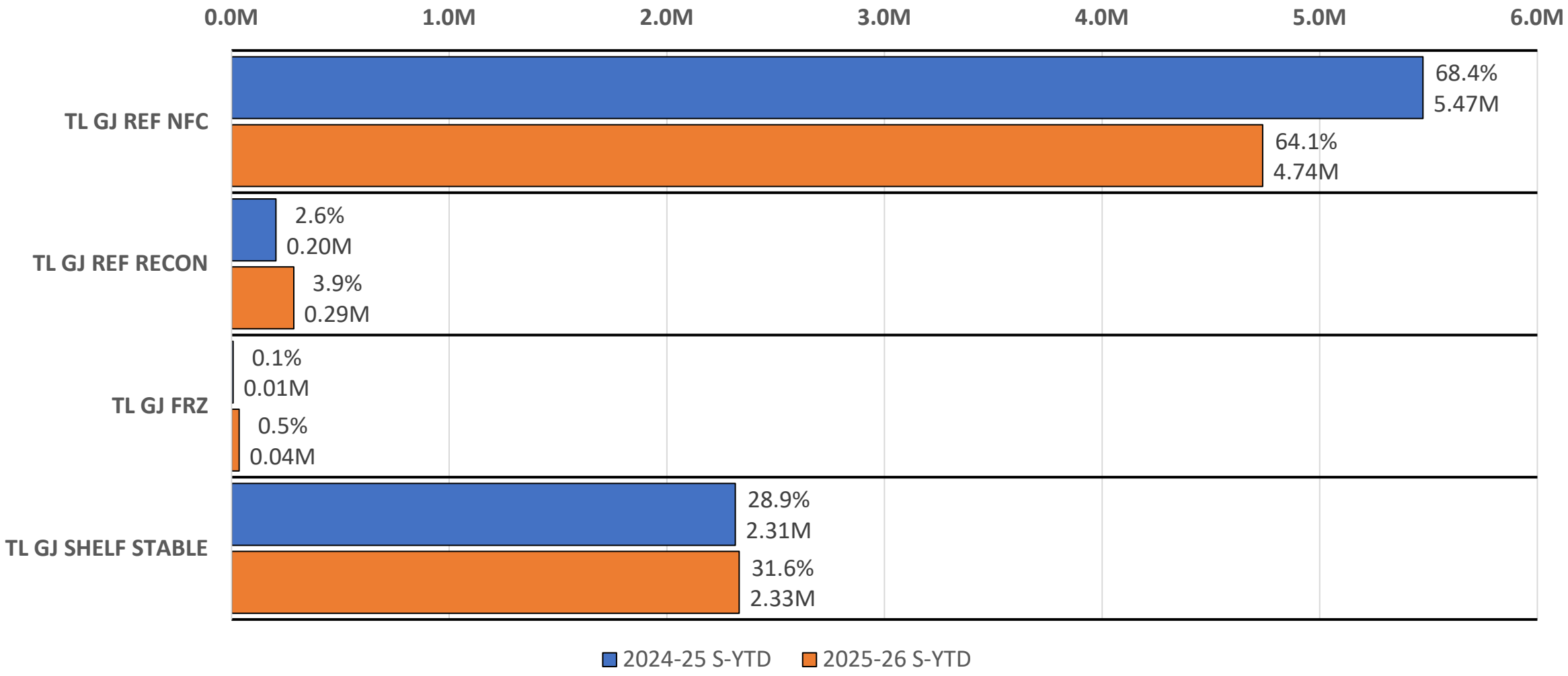
Total GJ - SYTD

TOTAL US - XAOC

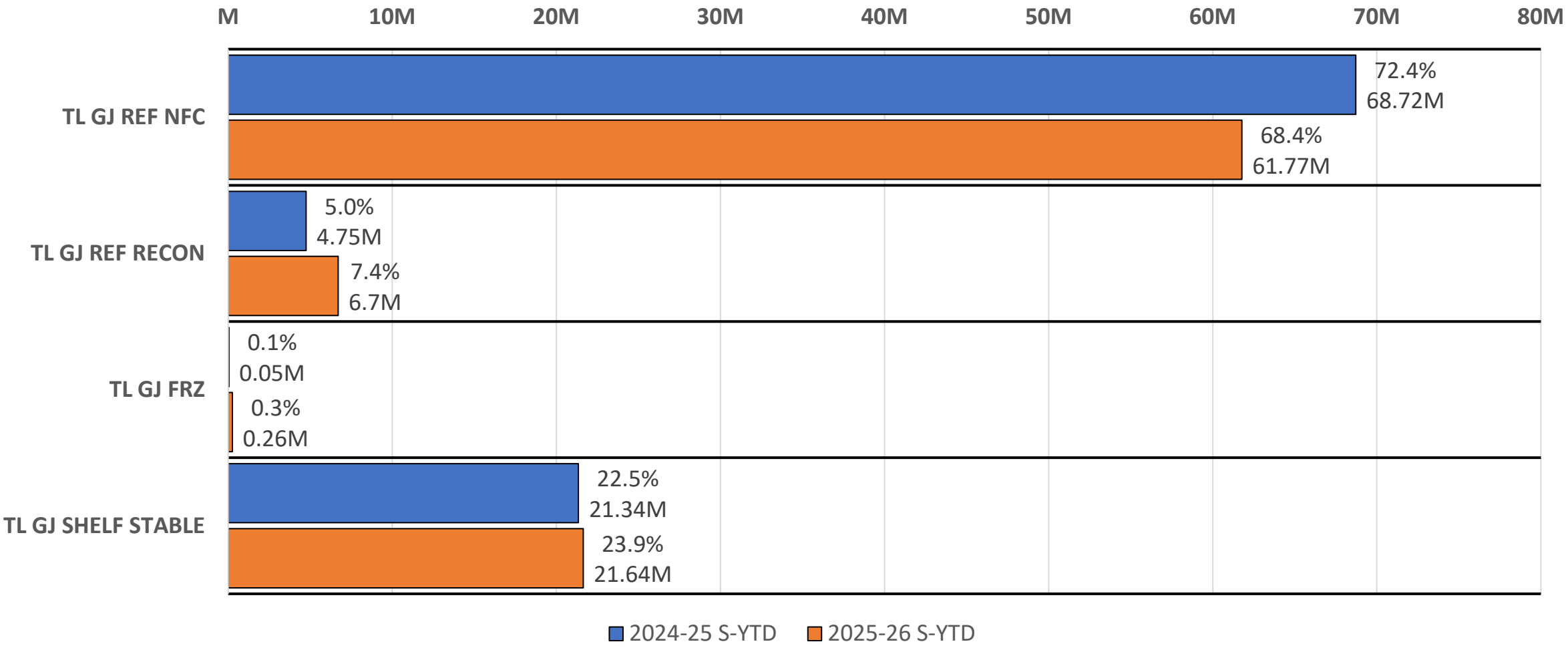
Season Year to Date

	Gallons			Dollars			Price per EQ Gallon		
	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg	2024-25	2025-26	% Chg
TL GJ	8,001,074	7,391,876	-7.61%	$94,862,009	$90,371,253	-4.73%	$11.86	$12.23	3.12%
TL GJ REF NFC	5,474,663	4,738,135	-13.45%	$68,722,580	$61,774,234	-10.11%	$12.55	$13.04	3.86%
TL GJ REF RECON	204,445	285,661	39.73%	$4,748,988	$6,698,316	41.05%	$23.23	$23.45	0.95%
TL GJ FRZ	7,603	35,256	363.73%	$47,847	$261,477	446.49%	$6.29	$7.42	17.85%
TL GJ SHELF STABLE	2,314,363	2,332,824	0.80%	$21,342,593	$21,637,225	1.38%	$9.22	$9.28	0.58%

GJ Volume Share by Product



GJ Dollar Share by Product



GJ Percent ACV Distribution

Total GJ% ACV Distribution

- Percentage of retail stores where product is available

% ACV (% Stores Selling)	2025-26*	2024-25	2023-24
NFC GJ	54.8	62.0	68.5
RECON GJ	4.2	2.6	2.3
FROZEN GJ	0.6	0.3	1.0
SHELF STABLE GJ	56.0	56.8	57.5
Total GJ	70.2	71.6	72.8

*Season YTD from
Nielsen IQ Discover

GJ Percent Change in TDP

% Chg in TDP	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
NFC GJ	-13.3%	-7.9%	7.4%
RECON GJ	45.9%	4.1%	-45.1%
FROZEN GJ	126.7%	-70.9%	-91.8%
SS GJ	-7.5%	3.1%	7.8%
Total GJ	-9.6%	-3.2%	2.0%

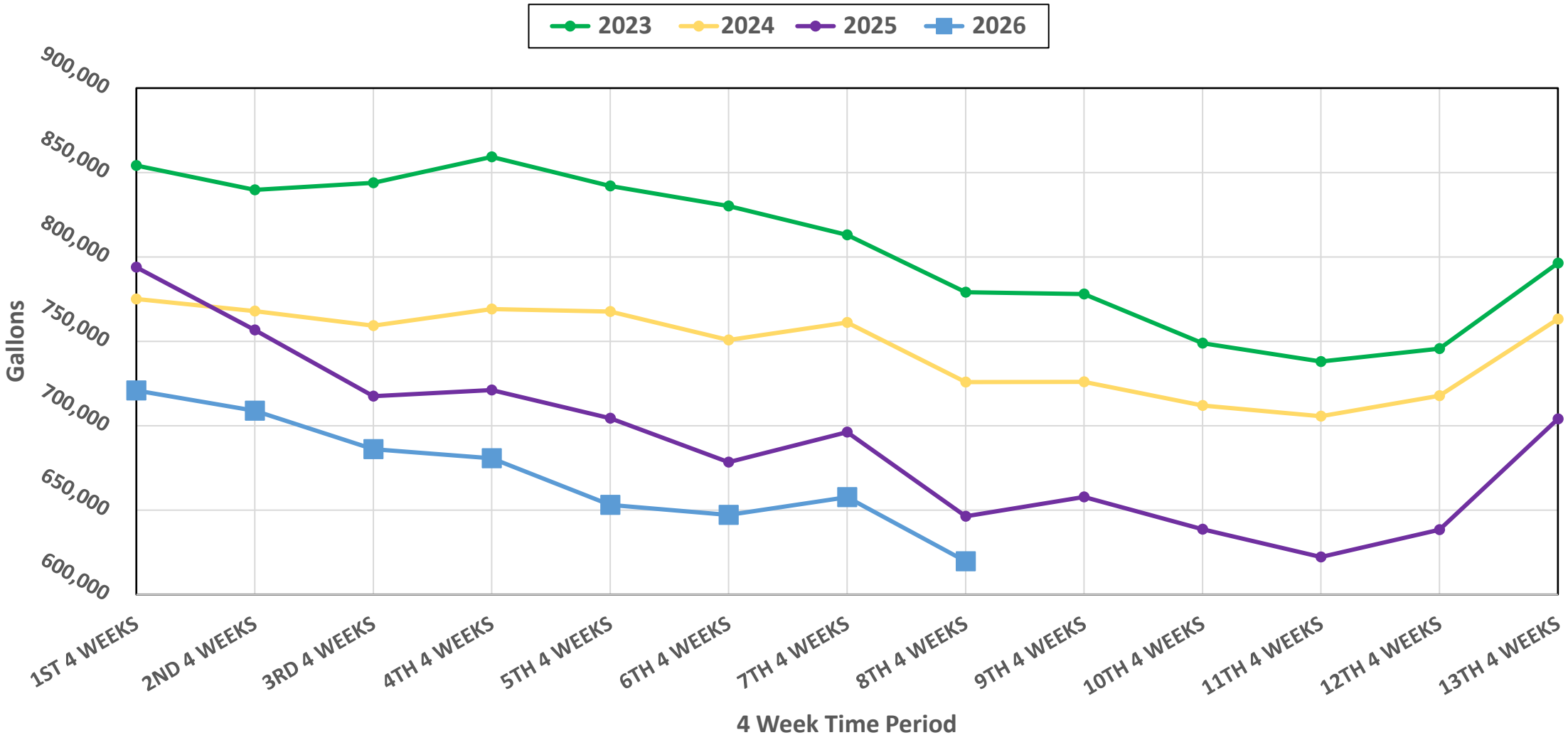
*Season YTD from Nielsen IQ Discover

GJ Average Number of Items per Store Percent Change

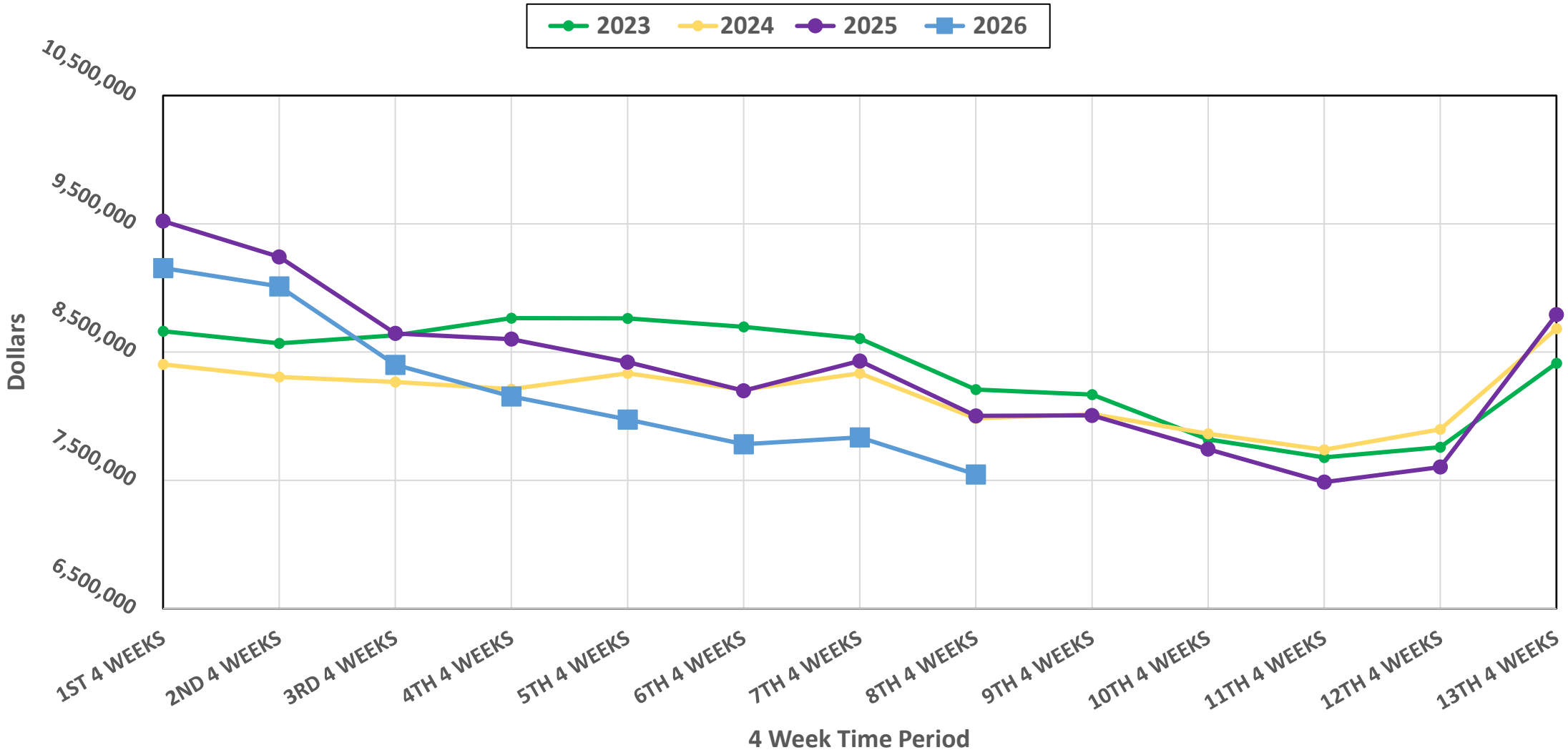
% Chg in Items per Store	% Chg from 2024-25 to 2025-26*	% Chg from 2023-24 to 2024-25	% Chg from 2022-23 to 2023-24
NFC GJ	-1.9%	4.3%	9.5%
RECON GJ	-11.7%	-5.2%	22.2%
FROZEN GJ	0.0%	-0.7%	-44.1%
SS GJ	-6.2%	4.7%	7.4%
Total GJ	-7.7%	-0.6%	2.3%

*Season YTD from Nielsen IQ Discover

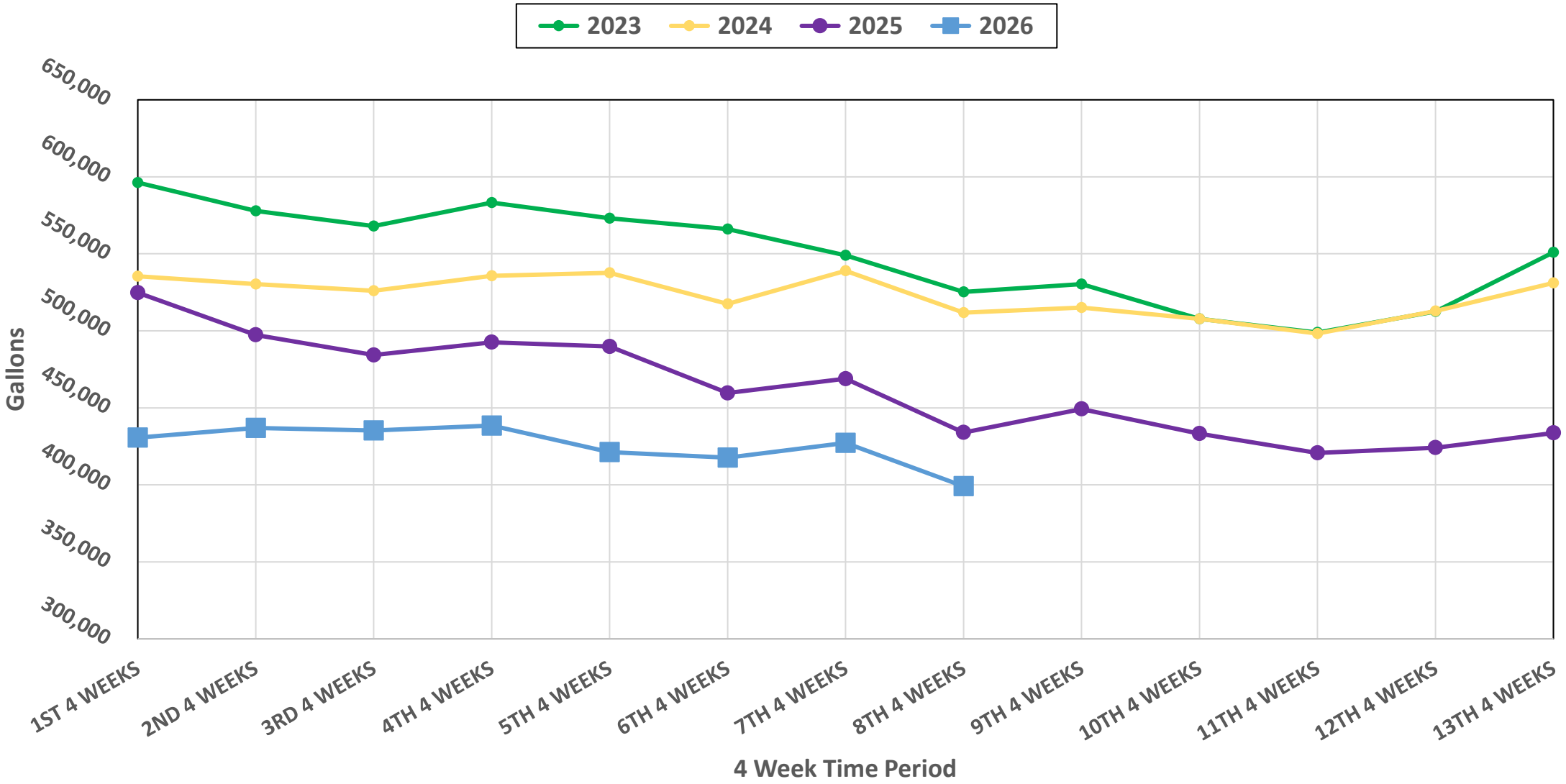
GJ Gallon Sales (Year-over-Year)



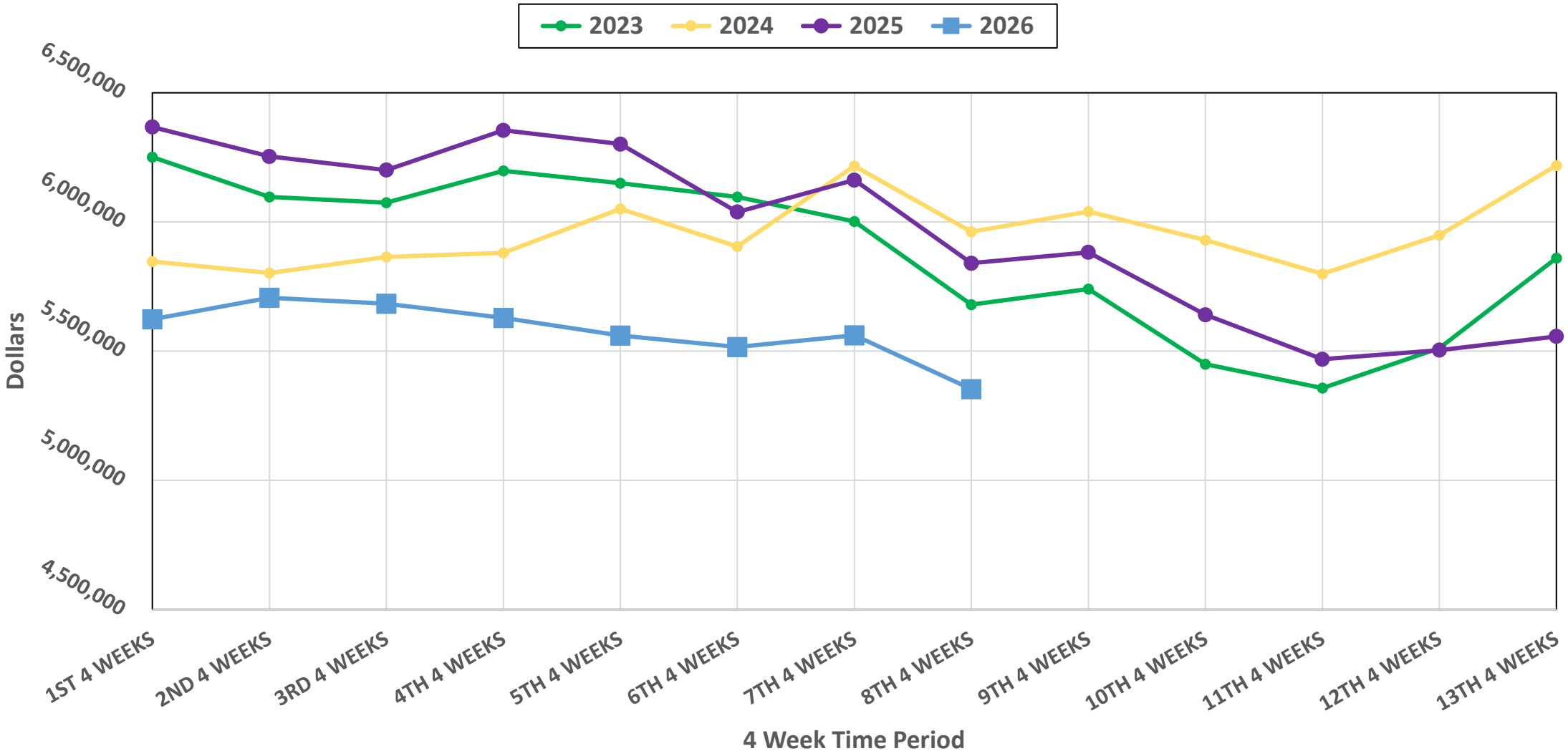
GJ Dollar Sales (Year-over-Year)



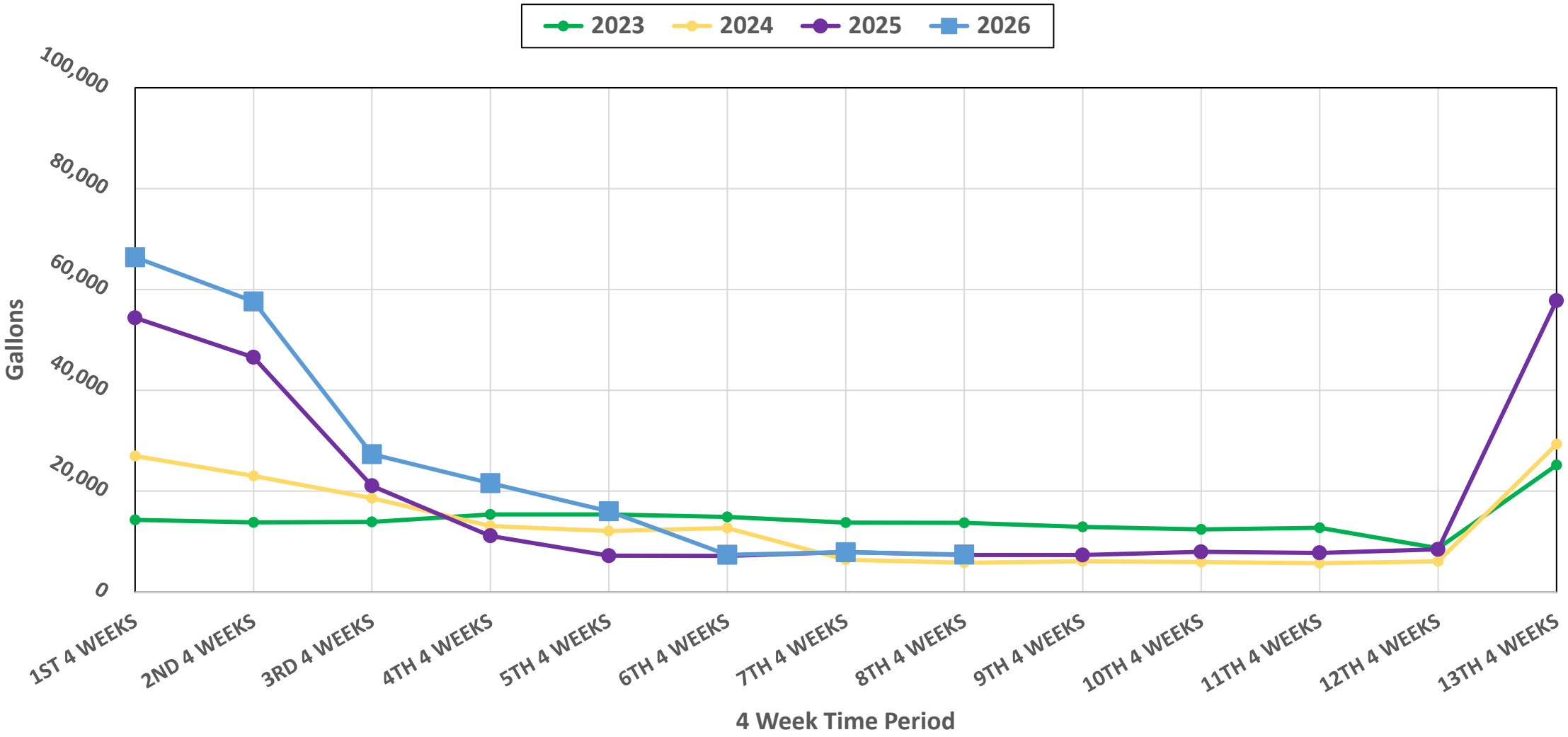
GJ REF NFC Gallon Sales (Year-over-Year)



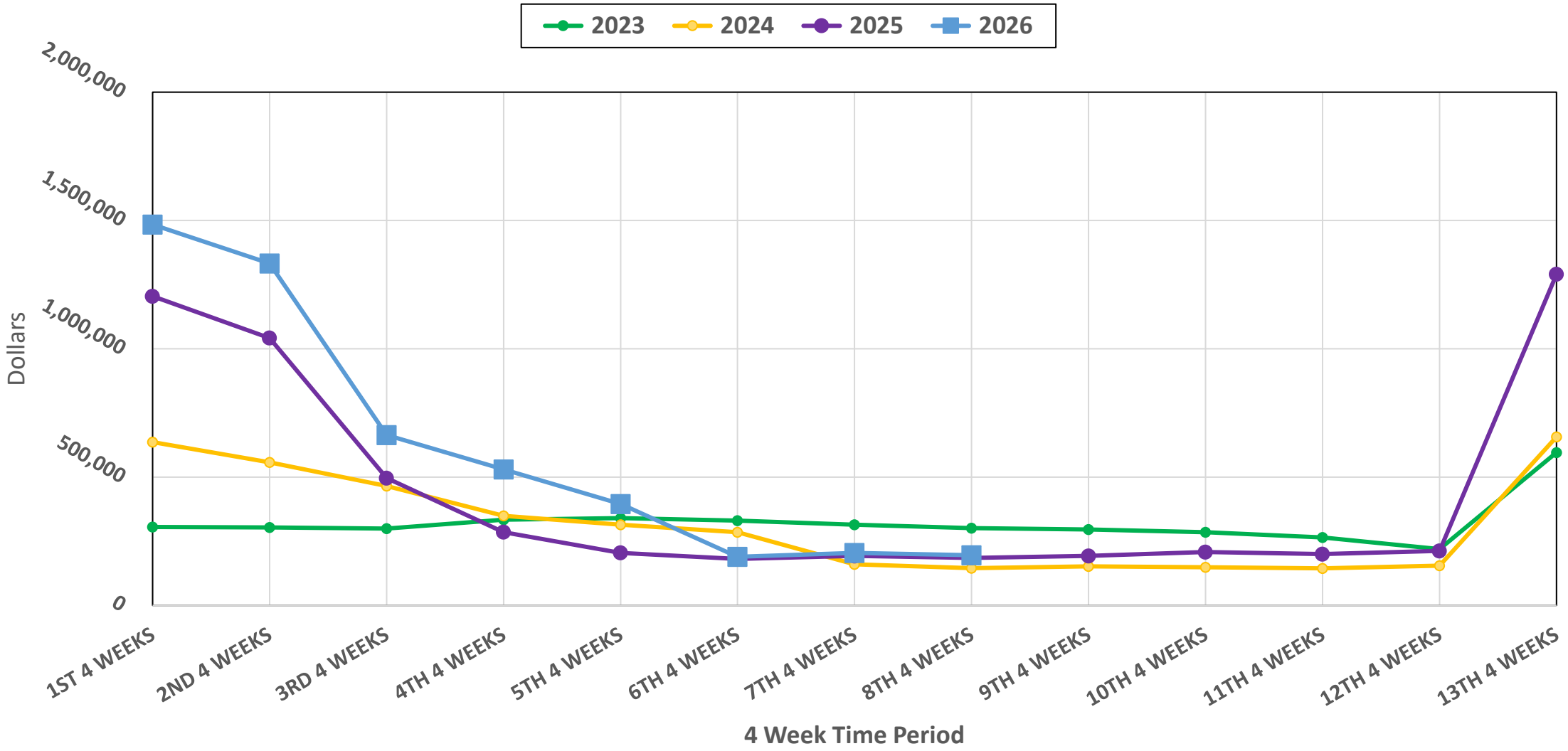
GJ REF NFC Dollar Sales (Year-over-Year)



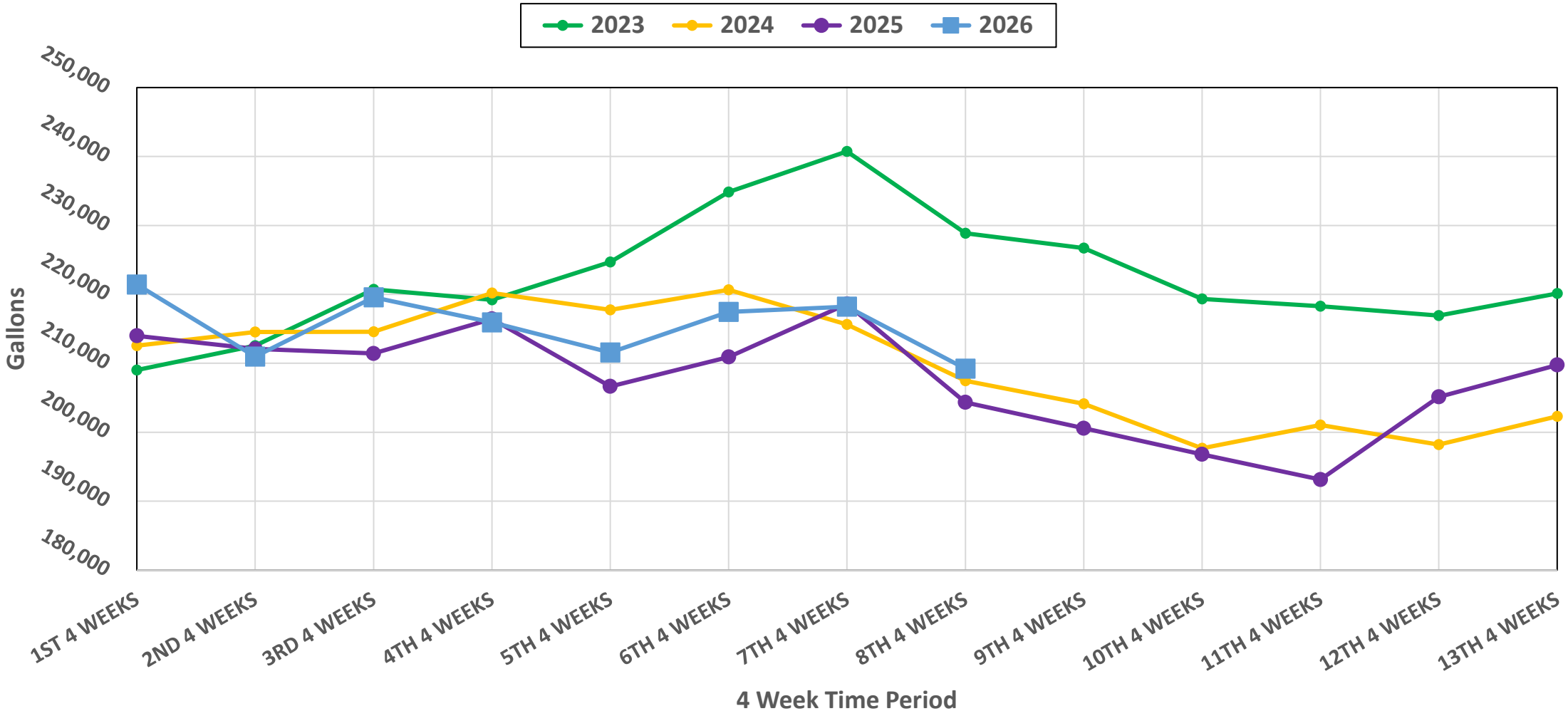
GJ REF RECON Gallon Sales (Year-over-Year)



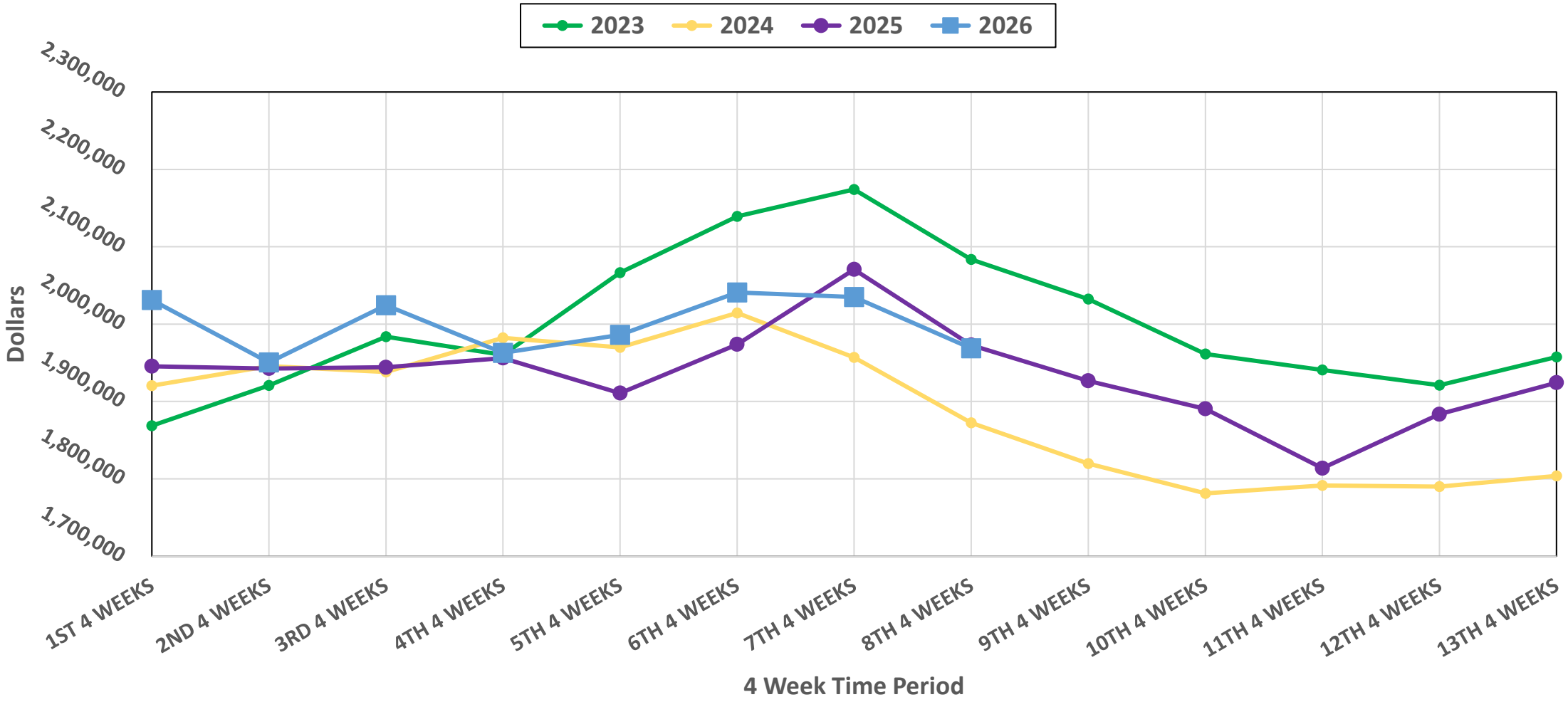
GJ REF RECON Dollar Sales (Year-over-Year)



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



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



Thank You

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