

Total sales of fruit drinks, juices, and waters by category and sub-category in 2018

Ranked by sales (\$ million) of children's drink products, then all products

Rank	IRI category/ sub-category	Drink category	Sales (\$ million)			Number of brands			Number of products		
			All products	Children's drinks	Children's drinks % of total	All products	Children's drinks	Children's drinks % of total	All products	Children's drinks	Children's drinks % of total
1	Aseptic juices/juice drinks	Fruit drink	\$815	\$732	90%	120	8	7%	699	101	14%
2	Bottled juices/fruit drinks	Fruit drink	\$3,978	\$590	15%	575	11	2%	3,709	215	6%
3	Bottled juices/juices	100% juice	\$1,612	\$451	28%	267	4	1%	1,069	45	4%
4	Aseptic juices/juices	100% juice	\$393	\$148	38%	62	7	11%	240	87	36%
5	Aseptic juices/juice drinks	Juice/water blend	\$106	\$105	99%	15	7	47%	79	61	77%
6	Bottled water/convenience/ pet still water	Flavored water	\$1,337	\$101	8%	13	3	23%	234	21	9%
7	Bottled juices/juice blends	100% juice	\$131	\$82	62%	7	5	71%	46	34	74%
8	Bottled juices/fruit drinks	Flavored water	\$43	\$43	100%	3	2	67%	17	16	94%
9	Bottled juices/fruit drinks	Juice/water blend	\$64	\$31	48%	5	4	80%	23	18	78%
10	Bottled juices/juice blends	Fruit drink	\$266	\$22	8%	17	2	12%	121	5	4%
11	Bottled juices/juices	Juice/water blend	\$154	\$6	4%	65	2	3%	328	4	1%
12	Bottled juices/fruit drinks	100% juice	\$4	\$4	100%	3	2	67%	9	8	89%
13	Bottled water/convenience/ pet still water	Fruit drink	\$3	\$3	100%	1	1	100%	2	2	100%
14	Aseptic juices/juices	Juice/water blend	\$35	\$2	6%	40	2	5%	109	4	4%
15	Bottled water/seltzer/ sparkling/mineral	Sparkling water	\$2,682	\$2	<0.1%	210	1	<0.1%	2,846	3	<0.1%
16	Bottled water/seltzer/ sparkling/mineral	Flavored water	\$2	\$1	95%	5	1	20%	26	3	12%
17	Bottled water/convenience/ pet still water	Plain water	\$9,803	\$0	-	444	0	-	2,299	0	-
18	Bottled water/jug/ bulk still water	Plain water	\$1,286	\$0	-	200	0	-	659	0	-
19	Bottled juices/juice blends	Juice/water blend	\$157	\$0	-	54	2	4%	234	3	1%
20	Aseptic juices/juices	Fruit drink	\$56	\$0	-	15	1	7%	55	1	2%
21	Bottled water/jug/ bulk still water	Flavored water	\$5	\$0	-	2	0	-	6	0	-
22	Aseptic juices/juice drinks	100% juice	\$2	\$0	-	13	1	8%	18	1	6%
23	Bottled juices/juices	Fruit drink	\$0	\$0	97%	2	1	50%	2	1	50%

Note: Lemon/lime juices, smoothies, mojitos, vinegar, clam juices, and health supplements were excluded from the analysis

Source: Analysis of 2018 IRI sales data

Nutrition and ingredient information for sweetened children's drinks

Ranked by sugar (g) per serving

Most

Rank	Brand	Sub-brand	Package type*	Category	Reduced-calorie drink	# of products	Serving size (oz)	Calories (kcal)		Sugar (g)		Sodium (mg)		Juice (%)	Added sugars	Low-calorie sweeteners**
								Median	Range	Median	Range	Median	Range			
1	Apple & Eve	On the Go/ fruit drinks	SS bottle	Fruit drink		6	16	200	(200 220)	52	(52 56)	30	(20 70)	24%	Cane sugar	-
2	Kool-Aid	Multiserve	MS bottle	Fruit drink		5	12	150	- -	38	- -	30	(25 35)	0%	High fructose corn syrup	-
3	Hawaiian Punch		SS bottle	Fruit drink		2	16	120	- -	30	- -	200	- -	5%	High fructose corn syrup	Sucralose, acesulfame potassium
4	Sunny D		SS bottle	Fruit drink		6	16	120	(100 120)	27.5	(23 28)	325	(320 370)	5%	High fructose corn syrup	Sucralose, acesulfame potassium**, neotame**
5	Bug Juice		SS bottle	Fruit drink		12	10	106	- -	25	- -	25	- -	0%	High fructose corn syrup	-
6	Hawaiian Punch		Can	Fruit drink		1	12	90	- -	22.5	- -	150	- -	5%	High fructose corn syrup	Sucralose, acesulfame potassium
7	Minute Maid	Lemonade	Box	Fruit drink		1	6	80	- -	21	- -	15	- -	11%	High fructose corn syrup, sugar	-
8	Sunny D		SS bottle	Fruit drink		3	11.3	80	(70 80)	19	- -	260	(190 260)	5%	High fructose corn syrup	Sucralose, acesulfame potassium**, neotame**
9	Hawaiian Punch		SS bottle	Fruit drink		5	10	70	(70 80)	18	- -	130	(125 130)	5%	High fructose corn syrup	Sucralose, acesulfame potassium
10	Robinson's Made With Fruit Shoot	Real Sugar	SS bottle	Fruit drink		4	8	70	(70 90)	18	(17 21)	27.5	(10 55)	10%	Sugar	-
11	Sunny D		SS bottle	Fruit drink		2	10	65	(60 70)	16	(15 17)	230	- -	5%	High fructose corn syrup	Sucralose, acesulfame potassium, neotame
12	Kool-Aid	Canisters	MS canister	Drink mix	X	12	8	60	(60 70)	16	(16 17)	3	(0 25)	0%	Sugar, fructose	-
13	Hawaiian Punch		MS bottle	Fruit drink		12	8	60	- -	15	(14 15)	105	(105 115)	5%	High fructose corn syrup	Sucralose, acesulfame potassium
14	Sunny D		MS bottle	Fruit drink		11	8	60	(50 60)	14	(12 15)	135	(130 190)	5%	High fructose corn syrup	Sucralose, acesulfame potassium**, neotame**
15	Tum E Yummies		SS bottle	Flavored water	X	5	10.1	50	- -	13	- -	0	- -	0%	High fructose corn syrup	Sucralose
15 (tie)	Capri Sun	Juice Drink (Original)	Pouch	Fruit drink		14	6	50	- -	13	- -	15	(15 25)	10%	Sugar	-
15 (tie)	Hawaiian Punch		Box	Fruit drink		3	6.75	50	- -	13	- -	30	- -	5%	High fructose corn syrup	Sucralose
18	Mott's	Juice Drink	MS bottle	Fruit drink		1	8	50	- -	12	- -	30	- -	42%	-	Sucralose

continued

Nutrition and ingredient information for sweetened children's drinks (continued)

Rank	Brand	Sub-brand	Package type*	Category	Reduced-calorie drink	# of products	Serving size (oz)	Calories (kcal)		Sugar (g)		Sodium (mg)		Juice (%)	Added sugars	Low-calorie sweeteners**
								Median	Range	Median	Range	Median	Range			
19	Sunny D		SS bottle	Fruit drink		3	6.75	50	(45 50)	11	(10 12)	150	(110 160)	5%	High fructose corn syrup	Sucralose, acesulfame potassium**, neotame**
20	Kool-Aid	Sparklers	Can	Fruit drink		4	7.5	45	(45 50)	11	- -	20	- -	0%	Invert sugar	Sucralose
21	Apple & Eve	Water Fruits	Box	Flavored water		3	6.75	40	- -	10	- -	15	- -	10%	Cane sugar	-
22	Hi-C		Box	Fruit drink		10	6	40	- -	10	(10 11)	15	- -	5%	High fructose corn syrup, sugar	Sucralose, acesulfame potassium
23	Sunny D		Box	Fruit drink		3	6	40	(35 40)	10	(9 10)	90	(70 90)	5%	High fructose corn syrup	Sucralose, acesulfame potassium**, neotame**
24	Kool-Aid	Sour Jammers	Pouch	Fruit drink		3	6	35	(30 35)	8	(6 8)	90	- -	0%	High fructose corn syrup	Sucralose
25	Capri Sun	Roarin' Waters	Pouch	Flavored water	X	6	6	30	- -	8	- -	15	- -	0%	Sugar	Stevia leaf extract
25 (tie)	Kool-Aid	Jammers	Pouch	Fruit drink	X	11	6	30	- -	8	- -	15	(15 20)	0%	High fructose corn syrup	Sucralose
27	Kool-Aid	Singles	SS packet	Drink mix	X	4	8.5	30	- -	7	- -	0	- -	0%	Sugar, fructose	Sucralose, acesulfame potassium
27 (tie)	Capri Sun	Sport	Pouch	Flavored water	X	4	6	30	- -	7	- -	85	- -	0%	Sugar	Stevia leaf extract
27 (tie)	Fruit Rush	Fruit Rush	MS bottle	Fruit drink	X	4	8	30	- -	7	- -	12.5	(10 15)	0%	High fructose corn syrup	Sucralose, acesulfame potassium
30	Kool-Aid	Bursts	SS bottle	Fruit drink	X	5	6.75	20	- -	5	- -	25	- -	0%	High fructose corn syrup	Sucralose
31	Good 2 Grow	Organic 75% Less Sugar	SS bottle	Fruit drink	X	2	6	15	- -	3	- -	5	- -	18%	-	Stevia leaf extract
31 (tie)	Hawaiian Punch	Light	Can	Fruit drink	X	1	12	15	- -	3	- -	160	- -	5%	-	Sucralose, acesulfame potassium
33	Robinson's Fruit Shoot	No Sugar Added	SS bottle	Fruit drink	X	3	8	15	(15 20)	2	(2 3)	50	(35 55)	10%	-	Sucralose, acesulfame potassium,
34	Hawaiian Punch	Light	MS bottle	Fruit drink	X	1	8	10	- -	2	- -	105	- -	5%	-	Sucralose, acesulfame potassium
34 (tie)	Little Hug	Big Hug	SS bottle	Fruit drink	X	6	16	10	- -	2	- -	190	- -	0%	High fructose corn syrup	Sucralose, acesulfame potassium,
36	Hawaiian Punch	Singles to Go	SS packet	Drink mix	X	3	8.45	5	- -	1	- -	15	(5 15)	0%	-	Aspartame, acesulfame potassium
36 (tie)	Little Hug	Fruit Barrels	SS bottle	Fruit drink	X	16	8	5	- -	1	- -	95	- -	0%	High fructose corn syrup	Sucralose, acesulfame potassium,

continued

Nutrition and ingredient information for sweetened children's drinks (continued)

Rank	Brand	Sub-brand	Package type*	Category	Reduced-calorie drink	# of products	Serving size (oz)	Calories (kcal)		Sugar (g)		Sodium (mg)		Juice (%)	Added sugars	Low-calorie sweeteners**
								Median	Range	Median	Range	Median	Range			
38	Kool-Aid	On the Go	SS packet	Drink mix	X	3	8.5	5	- -	0	- -	20	(20 25)	0%	-	Sucralose, acesulfame potassium
38 (tie)	Kool-Aid	Liquid	MS drop	Drink mix	X	7	8	0	- -	0	- -	0	(0 10)	0%	-	Sucralose, acesulfame potassium
38 (tie)	Robinson's Fruit Shoot	Hydro	SS bottle	Flavored water	X	2	10.1	0	- -	0	- -	40	- -	0%	-	Sucralose, acesulfame potassium
38 (tie)	Robinson's Fruit Shoot	Sparkling	SS bottle	Flavored water	X	2	10.1	0	- -	0	- -	20	- -	0%	-	Sucralose, acesulfame potassium
38 (tie)	Mondo Squeezers		SS bottle	Fruit drink	X	8	6.75	0	- -	0	- -	15	- -	0%	-	Sucralose, acesulfame potassium
43	Kool-Aid	Packets	MS packet	Drink mix	X	21	8	0	- -	0	- -	10	(0 30)	0%	Consumer adds own sweetener	-

Least

*MS = multi-serving, SS = single-serving

**This ingredient was not included in every product from this sub-brand

Source: Nutrition analysis (August 2019)

Nutrition and ingredient information for children's drinks without added sweeteners

Ranked by median calories (kcal), then median sugar (g) per serving

Most

Rank	Brand	Sub-brand	Package type*	Category	# of products	Serving size (oz)	Calories (kcal)		Sugar (g)		Sodium (mg)		Juice (%)
							Median	Range	Median	Range	Median	Range	
1	Juicy Juice	100% Juice	SS bottle	100% juice	2	10	140	- -	33	- -	20	- -	100%
2	Minute Maid	Orange Juice	Premium Original SS bottle	100% juice	1	10	140	- -	32	- -	25	- -	100%
3	Tree Top	100% Juice	SS bottle	100% juice	1	10	140	- -	31	- -	10	- -	100%
4	Mott's	Juice	MS bottle	100% juice	4	8	120	(120 130)	28	(27 30)	30	- -	100%
5	Juicy Juice	100% Juice	MS bottle	100% juice	15	8	120	(110 150)	27	(24 34)	20	(15 25)	100%
6	Langers	Disney	MS bottle	100% juice	4	8.1	120	- -	27	(26 27)	15	- -	100%
7	Apple & Eve	Sesame Street	MS bottle	100% juice	3	8	120	(110 130)	25	(25 38)	15	(10 30)	100%
8	Mott's	Juice/Natural	MS bottle	100% juice	1	8	120	- -	25	- -	15	- -	100%
9	Tree Top	100% Juice	MS bottle	100% juice	7	8	120	(110 130)	25	(24 26)	15	(10 15)	100%
10	Juicy Juice	Organics 100% Juice	MS bottle	100% juice	2	8	115	(110 120)	27	- -	17.5	(15 20)	100%
11	Tree Top	100% Juice, Organic	SS box	100% juice	1	6.75	110	- -	27	- -	10	- -	100%
12	Apple & Eve	On the Go/Juice	SS bottle	100% juice	4	8	115	(110 120)	24.5	(22 28)	10	(5 10)	100%
13	Minute Maid	Kids+ Orange Juice	MS carton	100% juice	1	8	110	- -	24	- -	15	- -	100%
14	Tropicana	Pure Premium Healthy Kids Orange Juice	MS bottle	100% juice	1	8	110	- -	22	- -	0	- -	100%
15	Juicy Juice	100% Juice	SS box	100% juice	8	6.75	100	(100 110)	23	(22 26)	15	- -	100%
16	Langers	Disney	SS pouch	100% juice	4	6.75	100	- -	23	- -	15	- -	100%
17	Tree Top	100% Juice	SS box	100% juice	2	6.75	100	- -	22	(21 23)	7.5	(5 10)	100%
18	R.W. Knudsen Family	Juice Boxes	SS box	100% juice	4	6.75	100	(100 110)	20.5	(16 25)	15	- -	100%
19	Capri Sun	100% Juice	Pouch	100% juice	5	6	90	(80 90)	20	(20 21)	25	- -	100%
20	Minute Maid	100% juice	SS box	100% juice	4	6	90	(80 90)	19.5	(19 21)	15	- -	100%
21	Minute Maid	Kids+ Orange Juice	SS box	100% juice	1	6	90	- -	18	- -	15	- -	100%
21 (tie)	Mott's	Sensibles	MS bottle	100% juice	4	8	90	- -	18	- -	75	(70 75)	100%
23	Good 2 Grow	Fruit Juice	SS bottle	100% juice	2	6	80	- -	18.5	(18 19)	8	(5 11)	100%
24	Tree Top	100% Juice	SS can	100% juice	1	5.5	80	- -	17	- -	10	- -	100%
25	Mott's	Mott's for Tots	MS bottle	Juice/water blend	4	8	65	(60 70)	15	- -	5	- -	53%
25 (tie)	Mott's	Juice	SS box	100% juice	1	4.23	60	- -	15	- -	15	- -	100%
25 (tie)	Capri Sun	Fruit & Veggie Blend	SS pouch	Juice/water blend	3	6	60	- -	15	- -	30	- -	66%
28	Juicy Juice	100% Juice	SS box	100% juice	5	4.23	60	(60 70)	14	(14 16)	10	(10 15)	100%

continued

Nutrition and ingredient information for children's drinks without added sweeteners (continued)

Rank	Brand	Sub-brand	Package type*	Category	# of products	Serving size (oz)	Calories (kcal)		Sugar (g)		Sodium (mg)		Juice (%)			
							Median	Range	Median	Range	Median	Range				
29	Juicy Juice	Organics 100% Juice	SS box	100% juice	2	4.23	60	-	-	14	-	-	10	-	-	100%
30	Juicy Juice	Fruitfuls Organic	SS box	Juice/water blend	4	6.75	60	-	-	14	(13	14)	10	-	-	60%
31	Old Orchard	For Kids	MS bottle	Juice/water blend	3	8	60	(60	70)	14	(14	16)	14	(10	15)	50%
32	Apple & Eve	Sesame Street	SS box	100% juice	5	4.23	60	(50	70)	13	(12	15)	5	(5	25)	100%
33	Apple & Eve	Sesame Street/Organics	SS box	100% juice	2	4.23	60	-	-	13	-	-	5	-	-	100%
34	Apple & Eve	Fruitables	SS box	Juice/water blend	7	6.75	60	(50	60)	13	(12	14)	10	(2	20)	66%
35	Capri Sun	Organic	SS pouch	Juice/water blend	5	6	60	(50	60)	13	(12	15)	20	(20	35)	56%
36	Good 2 Grow	Fruit & Veggie Blend	SS bottle	Juice/water blend	2	6	60	-	-	13	-	-	15	-	-	72%
37	Capri Sun	Refreshers	SS pouch	Juice/water blend	4	6	47.5	(45	50)	10	-	-	20	-	-	50%
38	Honest Kids		MS bottle	Juice/water blend	3	8	45	-	-	10	(10	11)	20	(10	20)	37%
39	Apple & Eve	Organic Quenchers	SS box	Juice/water blend	3	6.75	40	-	-	9	(8	9)	5	(0	5)	40%
40	Honest Kids		SS pouch	Juice/water blend	6	6.75	40	-	-	9	-	-	15	(5	15)	36%
40 (tie)	Juicy Juice	Splashers Organic	SS pouch	Juice/water blend	3	6	40	-	-	9	-	-	10	-	-	44%
42	Tropicana	Tropicana Kids	SS pouch	Juice/water blend	4	5.5	40	-	-	8	(7	8)	5	-	-	45%
43	Apple & Eve	Sesame Street/Fruitables	SS box	Juice/water blend	2	4.23	37.5	(35	40)	8	-	-	10	-	-	66%
43 (tie)	Honest Kids		SS box	Juice/water blend	4	6	35	-	-	8	-	-	12.5	(10	15)	38%
45	R.W. Knudsen Family	Sensible Sippers	SS box	Juice/water blend	3	4.23	30	(30	35)	6	(6	7)	5	-	-	50%
46	Polar	Seltzer Jr.	SS can	Sparkling water	6	8	0	-	-	0	-	-	0	-	-	0%



Least

*MS = multi-serving, SS = single-serving

Source: Nutrition analysis (August 2019)

On-package marketing on children's sweetened drink sub-brands

Ranked by average # of child features per package

Rank	Brand	Sub-brand	Category	# of unique packages	Nutrition-related claims						Other marketing messages					
					Sugar claims*		Ingredient claims		Other health-related messages		Real claims		Child features		Promotions	
					% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with message	Avg # per package	% of packages with message	Avg # per package
1	Kool-Aid	Sour Jammers	Fruit drink	3	0%	0.0	0%	0.0	100%	1.0	0%	0.0	100%	5.0	0%	0.0
2	Capri Sun	Sport	Flavored water	3	100%	3.0	100%	4.0	100%	4.0	100%	1.0	100%	4.0	100%	1.0
3	Kool-Aid	Bursts	Fruit drink	2	100%	1.0	100%	1.0	100%	2.0	0%	0.0	100%	4.0	100%	1.0
4	Hi-C	Hi-C	Fruit drink	10	90%	1.0	100%	1.9	100%	1.0	100%	1.0	100%	3.7	0%	0.0
5	Hawaiian Punch		Fruit drink	10	30%	1.0	100%	2.7	100%	1.3	70%	1.0	100%	3.3	70%	4.0
6	Kool-Aid	Singles	Drink mix	1	100%	1.0	100%	3.0	100%	1.0	0%	0.0	100%	3.0	0%	0.0
7	Capri Sun	Roarin' Waters	Flavored water	6	100%	2.0	100%	2.0	100%	3.0	100%	2.0	100%	3.0	100%	2.0
8	Tum E Yummies	Tum E Yummies	Flavored water	2	0%	0.0	100%	3.0	0%	0.0	100%	1.0	100%	3.0	0%	0.0
9	Bug Juice	Bug Juice	Fruit drink	1	0%	0.0	100%	1.0	0%	0.0	0%	0.0	100%	3.0	0%	0.0
10	Hawaiian Punch	Light	Fruit drink	1	0%	0.0	100%	3.0	100%	1.0	100%	1.0	100%	3.0	100%	4.0
11	Capri Sun	(Original)	Juice Drink Fruit drink	13	100%	2.0	100%	2.0	46%	1.3	100%	2.0	100%	2.4	62%	2.0
12	Kool-Aid	Canisters	Drink mix	6	50%	1.0	100%	3.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
13	Kool-Aid	Liquid	Drink mix	6	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
14	Apple & Eve	Water Fruits	Flavored water	3	100%	2.0	100%	4.0	100%	2.0	100%	3.0	100%	2.0	0%	0.0
15	Robinson's Fruit Shoot	Hydro Sparkling	Flavored water	1	100%	2.0	100%	2.0	100%	2.0	100%	2.0	100%	2.0	0%	0.0
16	Good 2 Grow	Organic 75% Less Sugar	Fruit drink	2	100%	2.0	100%	2.0	100%	1.0	100%	3.0	100%	2.0	100%	1.0
17	Kool-Aid	Jammers	Fruit drink	7	100%	1.0	100%	1.9	100%	1.0	0%	0.0	100%	2.0	43%	1.0
18	Kool-Aid	Zero Sugar Jammers	Fruit drink	1	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
19	Minute Maid	Lemonade	Fruit drink	1	0%	0.0	100%	2.0	100%	1.0	100%	1.0	100%	2.0	0%	0.0
20	Mondo Squeezers	Mondo Squeezers	Fruit drink	2	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	2.0	0%	0.0
21	Kool-Aid	On the Go	Drink mix	3	100%	1.0	100%	2.0	100%	1.0	0%	0.0	100%	1.7	0%	0.0
22	Little Hug	Fruit Barrels	Fruit drink	2	0%	0.0	100%	1.5	100%	1.0	50%	1.0	100%	1.5	0%	0.0

Most



continued

On-package marketing on children's sweetened drink sub-brands (continued)

Rank	Brand	Sub-brand	Category	# of unique packages	Nutrition-related claims						Other marketing messages					
					Sugar claims*		Ingredient claims		Other health-related messages		Real claims		Child features		Promotions	
					% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with message	Avg # per package	% of packages with message	Avg # per package
23	Kool-Aid	Packets	Drink mix	10	0%	0.0	100%	3.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
24	Robinson's Fruit Shoot	Hydro	Flavored water	2	100%	2.0	100%	2.0	100%	2.0	100%	2.0	100%	1.0	0%	0.0
25	Fruit Rush	Fruit Rush	Fruit drink	1	0%	0.0	0%	0.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
26	Kool-Aid	Multiserve	Fruit drink	1	0%	0.0	100%	1.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
27	Kool-Aid	Sparklers	Fruit drink	2	100%	2.0	100%	2.0	100%	1.0	100%	1.0	100%	1.0	100%	1.0
28	Mott's	Juice Drink	Fruit drink	1	0%	0.0	100%	2.0	100%	1.0	100%	1.0	100%	1.0	100%	4.0
29	Robinson's Fruit Shoot	No Sugar Added	Fruit drink	1	100%	2.0	100%	2.0	100%	1.0	100%	2.0	100%	1.0	0%	0.0
30	Apple & Eve	On the Go/ fruit drinks	Fruit drink	2	50%	1.0	100%	2.5	100%	1.0	50%	2.0	0%	0.0	0%	0.0
31	Little Hug	Big Hug	Fruit drink	1	0%	0.0	100%	2.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0
32	Robinson's Fruit Shoot	Made With Real Sugar	Fruit drink	1	100%	1.0	100%	1.0	100%	1.0	100%	3.0	0%	0.0	0%	0.0
33	Sunny D	Sunny D	Fruit drink	3	0%	0.0	100%	1.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0



*Subset of ingredient claims

Source: On-package marketing analysis (August, 2019)

On-package marketing on children’s drink sub-brands without added sweeteners

Ranked by average # of child features per package

Rank	Brand	Sub-brand	Category	Count of unique packages	Nutrition-related claims						Other marketing messages			
					Ingredient claims		Other health-related messages		Real claims		Child features		Promotions	
					% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with message	Avg # per package
1	Apple & Eve	Sesame Street	100% juice	6	100%	4.3	100%	1.0	100%	2.0	67%	3.0	100%	2.0
2	Apple & Eve	Sesame Street/Fruitables	Juice/water blend	2	100%	2.0	100%	1.0	100%	2.0	100%	3.0	100%	2.0
3	Capri Sun	Fruit & Veggie Blends	Juice/water blend	2	100%	3.0	100%	2.0	100%	2.0	100%	3.0	0%	0.0
4	Capri Sun	Refreshers	Juice/water blend	2	100%	3.0	100%	2.0	100%	2.0	100%	3.0	0%	0.0
5	Tropicana	Tropicana Kids	Juice/water blend	3	100%	1.0	100%	1.0	100%	4.0	100%	3.0	0%	0.0
6	Polar	Seltzer Jr.	Sparkling water	6	100%	2.0	0%	0.0	100%	1.0	100%	3.0	0%	0.0
7	Juicy Juice	100% Juice	100% juice	21	100%	5.1	100%	1.0	48%	1.0	95%	2.4	5%	4.0
8	Capri Sun	100% Juice	100% juice	2	100%	4.0	100%	1.0	100%	2.0	100%	2.0	100%	1.5
9	Juicy Juice	Organics 100% Juice	100% juice	3	100%	4.7	100%	1.0	100%	2.7	33%	2.0	0%	0.0
10	Minute Maid	Kids + Orange Juice	100% juice	1	100%	5.0	100%	1.0	100%	1.0	100%	2.0	0%	0.0
11	Apple & Eve	Organic Quenchers	Juice/water blend	2	100%	3.0	100%	1.0	100%	3.0	100%	2.0	0%	0.0
12	Juicy Juice	Fruitfuls Organic	Juice/water blend	4	100%	5.0	100%	3.0	100%	2.0	100%	2.0	0%	0.0
13	Juicy Juice	Splashers Organic	Juice/water blend	3	100%	4.0	100%	1.0	100%	4.0	100%	2.0	0%	0.0
14	Old Orchard	for Kids	Juice/water blend	1	100%	2.0	100%	1.0	100%	1.0	100%	2.0	100%	2.0
15	Honest Kids	Honest Kids	Juice/water blend	8	100%	4.0	100%	1.0	100%	2.0	100%	1.9	75%	3.0
16	Minute Maid	100% Juice	100% juice	4	100%	3.8	100%	1.0	100%	2.5	100%	1.8	0%	0.0
17	Mott’s	Juice	100% juice	7	100%	5.9	100%	1.0	100%	2.9	86%	1.0	86%	3.0
18	Mott’s	Juice/Natural	100% juice	1	100%	5.0	100%	1.0	100%	3.0	100%	1.0	100%	4.0
19	Mott’s	Sensibles	100% juice	5	100%	4.6	100%	1.0	100%	3.0	40%	1.0	100%	2.2
20	Tropicana	Pure Premium Healthy Kids Orange Juice	100% juice	1	100%	3.0	100%	1.0	0%	0.0	100%	1.0	0%	0.0
21	Capri Sun	Organic	Juice/water blend	3	100%	2.0	100%	1.0	100%	3.0	100%	1.0	0%	0.0
22	Mott’s	Mott’s for Tots	Juice/water blend	5	100%	4.4	100%	1.0	100%	1.4	100%	1.0	60%	4.0
23	R.W. Knudsen	Sensible Sippers	Juice/water blend	3	100%	1.0	100%	1.0	100%	2.0	100%	1.0	100%	2.0
24	Apple & Eve	On the Go/Juice	100% juice	1	100%	4.0	100%	1.0	100%	1.0	0%	0.0	0%	0.0
25	Apple & Eve	Sesame Street/Organics	100% juice	1	100%	3.0	100%	1.0	100%	2.0	0%	0.0	100%	2.0
26	Good 2 Grow	Fruit Juice	100% juice	2	100%	3.0	100%	1.0	100%	2.0	0%	0.0	100%	4.0

continued

Most
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On-package marketing on children's drink sub-brands without added sweeteners (continued)



Rank	Brand	Sub-brand	Category	Count of unique packages	Nutrition-related claims						Other marketing messages			
					Ingredient claims		Other health-related messages		Real claims		Child features		Promotions	
					% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with claim	Avg # per package	% of packages with message	Avg # per package
27	Langers	Disney	100% juice	1	100%	7.0	100%	1.0	100%	2.0	0%	0.0	100%	3.0
28	Minute Maid	Premium Original Orange Juice	100% juice	1	100%	1.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0
29	R.W. Knudsen	Juice Boxes	100% juice	3	100%	4.0	100%	1.0	100%	3.0	0%	0.0	0%	0.0
30	Tree Top	100% Juice	100% juice	1	100%	2.0	100%	1.0	0%	0.0	0%	0.0	0%	0.0
31	Apple & Eve	Fruitables	Juice/water blend	4	100%	4.3	100%	1.0	100%	2.3	0%	0.0	0%	0.0
32	Good 2 Grow	Fruit & Veggie Blends	Juice/water blend	1	100%	2.0	100%	1.0	100%	2.0	0%	0.0	100%	4.0

Source: On-package marketing analysis (August, 2019)

Advertising spending by sub-brand* and company** in 2018

Ranked by total advertising spending (\$000) (in all media)

Rank	Company	Brand	Sub-brand	Category	Total advertising spending (\$000)	Advertising spending by medium (\$000)			
						TV	TV % of total	Magazine	Digital
1	Wonderful	Pom Wonderful		100% juice	\$27,739	\$17,262	62%	\$7,726	\$145
2	PepsiCo	Bubly		Sparkling water	\$20,644	\$19,711	95%	\$0	\$907
3	Wonderful	Fiji		Plain water	\$20,225	\$16,141	80%	\$3,681	\$56
4	Coca-Cola	Simply		100% juice	\$17,201	\$16,803	98%	\$0	\$398
5	Nestle	San Pellegrino		Sparkling water	\$16,062	\$14,603	91%	\$1,096	\$315
6	Ocean Spray	Ocean Spray		Fruit drink	\$15,734	\$15,445	98%	\$0	\$284
7	Dr Pepper Snapple Group	Bai	Antioxidant Infusion	Fruit drink	\$15,151	\$13,553	89%	\$0	\$1,598
8	Coca-Cola	Glaceau	Smartwater	Plain water	\$14,866	\$0	-	\$13,274	\$1,175
9	Coca-Cola	Glaceau	Vitaminwater	Flavored water	\$13,820	\$8,690	63%	\$4,756	\$126
10	Kraft Heinz	Capri Sun	Refreshers	Juice/water blend	\$12,795	\$242	2%	\$12,553	\$0
11	PepsiCo	Tropicana	Essentials	100% juice	\$11,578	\$11,534	100%	\$0	\$5
12	Coca-Cola	Minute Maid	Lemonade	Fruit drink	\$10,983	\$9,759	89%	\$1,224	\$0
13	Nestle	Nestle Waters	Pure Life	Plain water	\$8,605	\$7,488	87%	\$0	\$1,012
14	Nestle	Deer Park	Sparkling Water	Sparkling water	\$7,812	\$7,481	96%	\$0	\$303
15	Coca-Cola	Simply	Light	Juice/water blend	\$7,626	\$7,600	100%	\$0	\$26
16	Coca-Cola	Glaceau	Smartwater Sparkling	Sparkling water	\$7,115	\$0	-	\$7,115	\$0
17	Coca-Cola	Coca-Cola	Bottled Water	Plain water	\$7,089	\$0	-	\$0	\$310
18	Nestle	Arrowhead	Sparkling Water	Sparkling water	\$7,066	\$6,590	93%	\$0	\$462
19	Nestle	Poland Spring	Sparkling Water	Sparkling water	\$6,884	\$6,853	100%	\$0	\$2
20	Coca-Cola	Minute Maid	100% Juice	100% juice	\$6,509	\$6,505	100%	\$0	\$4
21	PepsiCo	Propel		Flavored water	\$6,412	\$6,014	94%	\$0	\$398
22	Kraft Heinz	Capri Sun	Juice Drink	Fruit drink	\$4,911	\$4,911	100%	\$0	\$0
23	Harvest Hill Beverage Company	Juicy Juice	100% Juice	100% juice	\$4,875	\$1,534	31%	\$3,132	\$0
24	Coca-Cola	Simply		Fruit drink	\$4,772	\$4,769	100%	\$0	\$3
25	Dr Pepper Snapple Group	Mott's	Sensibles	100% juice	\$4,424	\$0	-	\$4,266	\$108
26	Coca-Cola	Minute Maid	Premium Orange Juice	100% juice	\$4,057	\$4,057	100%	\$0	\$0
27	Spindrift Beverage	Spindrift		Sparkling water	\$4,052	\$0	-	\$3,042	\$103
28	Crystal Geyser Water	Crystal Geyser		Plain water	\$3,967	\$3,949	100%	\$0	\$18
29	Coca-Cola	Simply	Light	Fruit drink	\$3,910	\$3,744	96%	\$0	\$166
30	Nestle	Ice Mountain	Sparkling Water	Sparkling water	\$3,533	\$2,682	76%	\$0	\$809
31	Nestle	Zephyrhills	Sparkling Water	Sparkling water	\$3,415	\$3,355	98%	\$0	\$50

Shading indicates a children's drink brand

continued

Most



Advertising spending by sub-brand* in 2018 (continued)

Rank	Company	Brand	Sub-brand	Category	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
						TV	TV % of total	Magazine	Digital
32	National Grape Cooperative	Welchs		100% juice	\$3,301	\$3,005	91%	\$0	\$58
33	Talking Rain Beverage	Sparkling Ice		Sparkling water	\$3,134	\$456	15%	\$0	\$2,467
34	Essentia Water	Essentia Bottled		Plain water	\$2,678	\$0	-	\$0	\$309
35	PepsiCo	Tropicana		100% juice	\$2,506	\$2,383	95%	\$0	\$2
36	PepsiCo	Tropicana	Trop50	Fruit drink	\$2,261	\$2,190	97%	\$0	\$5
37	Kraft Heinz	Kool-Aid	Jammers	Fruit drink	\$2,203	\$2,200	100%	\$0	\$3
38	Citrus World	Floridas Natural		100% juice	\$2,128	\$2,012	95%	\$0	\$0
39	Dr Pepper Snapple Group	Bai		Brand	\$1,944	\$0	-	\$0	\$1,936
40	Nestle	Ozarka		Sparkling water	\$1,806	\$0	-	\$0	\$1,806
41	Nestle	Nestle Waters		Plain water	\$1,788	\$894	50%	\$0	\$392
42	Harvest Hill Beverage Company	Sunny D		Fruit drink	\$1,508	\$589	39%	\$0	\$548
43	Squeezed	Squeezed		100% juice	\$1,454	\$0	-	\$0	\$0
44	Coca-Cola	Minute Maid		Brand	\$1,387	\$1,379	99%	\$0	\$7
45	Kraft Heinz	Capri Sun	Organic	Juice/water blend	\$1,335	\$1,260	94%	\$0	\$75
46	All Market	Vita Coco		100% juice	\$1,164	\$277	24%	\$0	\$576
47	Kraft Heinz	Capri Sun	Roarin' Waters	Flavored water	\$1,050	\$1,050	100%	\$0	\$0
48	Pressed Partners	Good Cleansing		100% juice	\$1,025	\$0	-	\$0	\$1,025
49	PepsiCo	Lipton Brisk		Brand	\$1,003	\$0	-	\$0	\$282
50	Icelandic Water Holdings	Icelandic Glacial B		Plain water	\$987	\$0	-	\$462	\$289
51	Coca-Cola	Minute Maid		Fruit drink	\$899	\$0	-	\$696	\$0
52	Dannon	Evian		Plain water	\$792	\$0	-	\$417	\$46
53	Dr Pepper Snapple Group	Snapple	Fruit Drinks	Fruit drink	\$623	\$0	-	\$0	\$623
54	Nestle	Deer Park		Plain water	\$585	\$0	-	\$0	\$0
55	S Martinelli & Co	Martinelli's		100% juice	\$560	\$236	42%	\$0	\$301
56	Sunsweet Growers	Sunsweet		100% juice	\$558	\$369	66%	\$0	\$50
57	Harmless Harvest	Harmless Harvest		100% juice	\$511	\$0	-	\$0	\$1
58	Campbell Soup	Bolthouse Farms		Brand	\$479	\$0	-	\$0	\$3
59	PepsiCo	Aquafina		Plain water	\$458	\$0	-	\$0	\$141
60	Nestle	Poland Spring		Plain water	\$433	\$247	57%	\$0	\$90
61	Hy-Vee	Hy-Vee One Step		Plain water	\$406	\$406	100%	\$0	\$0
62	PepsiCo	Sobe Lifewater		Plain water	\$389	\$0	-	\$0	\$0
63	Nestle	Ozarka	Sparkling Water	Sparkling water	\$380	\$332	87%	\$0	\$38
64	Nestle	San Pellegrino	Fruit Drinks	Fruit drink	\$336	\$0	-	\$0	\$300

Shading indicates a children's drink brand

continued

Advertising spending by sub-brand* in 2018 (continued)

Rank	Company	Brand	Sub-brand	Category	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
						TV	TV % of total	Magazine	Digital
65	PepsiCo	Tropicana		Brand	\$327	\$54	17%	\$0	\$273
66	Nestle	Ozarka		Plain water	\$318	\$2	1%	\$0	\$36
67	Nestle	Zephyrhills		Plain water	\$267	\$123	46%	\$0	\$32
68	Bevgrow	Nootra Fruit Juices		100% juice	\$252	\$0	-	\$0	\$252
69	Coca-Cola	Dasani		Plain water	\$252	\$0	-	\$0	\$24
70	Nestle	Ice Mountain		Plain water	\$252	\$12	5%	\$0	\$0
71	Nestle	Perrier		Sparkling water	\$223	\$0	-	\$0	\$181
72	Hint Inc	Hint		Plain water	\$209	\$4	2%	\$0	\$195
73	Dannon	Danone	Bottled Water	Plain water	\$206	\$0	-	\$0	\$0
74	Cyh.Com	Cherrish		Juice blend	\$205	\$0	-	\$205	\$0
75	Nestle	Arrowhead		Plain water	\$191	\$0	-	\$0	\$21
76	PepsiCo	Tropicana	Tropicana Kids	Juice/water blend	\$188	\$0	-	\$0	\$188
77	PepsiCo	Lifewtr		Plain water	\$180	\$0	-	\$0	\$180
78	Szent	Szent		Plain water	\$180	\$0	-	\$0	\$180
79	PepsiCo	Dole		100% juice	\$159	\$0	-	\$49	\$23
80	Sunraysia Natural Beverage Company	Sunraysia		100% juice	\$146	\$0	-	\$0	\$0
81	Dole Food	Dole	Fruit Juice	100% juice	\$143	\$0	-	\$0	\$5
82	PepsiCo	Tropicana	Fruit Drinks	Fruit drink	\$126	\$30	23%	\$0	\$97
83	National Beverage Corp	La Croix Seltzer	Key Lime	Sparkling water	\$126	\$0	-	\$0	\$0
84	Formula Four Beverages Usa	Formula Four		Plain water	\$125	\$0	-	\$0	\$0
85	Coca-Cola	Zico		100% juice	\$125	\$0	-	\$0	\$0
86	Dr Pepper Snapple Group	Mott's	Mott's For Tots	Juice/water blend	\$124	\$0	-	\$0	\$11
87	Dole Food	Dole	Jaya	100% juice	\$115	\$0	-	\$0	\$115
88	Dr Pepper Snapple Group	Schweppes	Seltzer Water Orange	Sparkling water	\$113	\$0	-	\$0	\$113
89	In Zone Brands	Good 2 Grow		Juice/water blend	\$100	\$0	-	\$4	\$93

Shading indicates a children's drink brand

*Includes sub-brands with \$100,000 or more in 2018 advertising spending

Least

Advertising spending by company** in 2018 (continued)

Company rankings

Rank	Company	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
			TV	TV % of total	Magazine	Digital
Sweetened drinks						
1	Coca-Cola	\$34,384	\$26,961	78%	\$6,676	\$294
2	Dr Pepper Snapple Group	\$15,775	\$13,553	86%	\$0	\$2,222
3	Ocean Spray	\$15,734	\$15,445	98%	\$0	\$284
4	PepsiCo	\$8,799	\$8,234	94%	\$0	\$499
5	Kraft Heinz	\$8,164	\$8,161	100%	\$0	\$3
6	Harvest Hill Beverage Company	\$1,508	\$589	39%	\$0	\$548
Drinks without added sweeteners						
1	Coca-Cola	\$64,837	\$34,964	54%	\$20,389	\$1,937
2	Nestle	\$59,620	\$50,662	85%	\$1,096	\$5,548
3	PepsiCo	\$36,101	\$33,628	93%	\$0	\$1,416
4	Wonderful	\$27,739	\$17,262	62%	\$7,726	\$145
5	Kraft Heinz	\$14,130	\$1,502	11%	\$12,553	\$75
6	Harvest Hill Beverage Company	\$4,875	\$1,534	31%	\$3,132	\$0
7	Dr Pepper Snapple Group	\$4,661	\$0	-	\$4,266	\$232
8	Spindrift Beverage	\$4,052	\$0	-	\$3,042	\$103
9	Crystal Geyser Water	\$3,967	\$3,949	100%	\$0	\$18
10	National Grape Cooperative	\$3,301	\$3,005	91%	\$0	\$58
11	Talking Rain Beverage	\$3,134	\$456	15%	\$0	\$2,467
12	Essentia Water	\$2,678	\$0	-	\$0	\$309
13	Citrus World	\$2,128	\$2,012	95%	\$0	\$0
14	Squeezed	\$1,454	\$0	-	\$0	\$0
15	All Market	\$1,164	\$277	24%	\$0	\$576
16	Pressed Partners	\$1,025	\$0	-	\$0	\$1,025
17	Dannon	\$998	\$0	-	\$417	\$46

**Includes companies with \$1 million or more in 2018 advertising spending
Source: Analysis of 2018 Nielsen data

continued

Average number of TV ads viewed by children in 2018 by sub-brand and company

Ranked by ads viewed by children (6-11 y)

Rank	Company	Brand	Sub-brand	Category	Sweetened drink	Preschoolers (2-5 y)		Children (6-11 y)	
						Avg # of ads viewed	Ratio of ads viewed vs. adults	Avg # of ads viewed	Ratio of ads viewed vs. adults
1	Kraft Heinz	Kool-Aid	Jammers	Fruit drink	X	23.2	3.86	27.4	4.56
2	Kraft Heinz	Capri Sun	Organic	Juice/water blend		13.0	3.75	16.4	4.74
3	Kraft Heinz	Capri Sun	Roarin' Waters	Flavored water	X	9.5	3.94	12.6	5.22
4	PepsiCo	Bubly		Sparkling water		5.2	0.41	5.0	0.39
5	Wonderful	FIJI		Plain water		5.0	0.40	5.0	0.40
6	PepsiCo	Tropicana	Essentials	100% juice		4.6	0.41	4.5	0.40
7	Wonderful	POM Wonderful		100% juice		4.3	0.35	4.0	0.32
8	Coca-Cola	Glaceau	Vitaminwater	Flavored water	X	4.0	0.43	3.8	0.41
9	Ocean Spray	Ocean Spray		Fruit drink	X	4.1	0.46	3.8	0.42
10	Coca-Cola	Simply		100% juice		4.0	0.40	3.5	0.35
11	Dr Pepper Snapple Group	Bai	Antioxidant Infusion	Fruit drink	X	3.6	0.37	3.5	0.36
12	Coca-Cola	Minute Maid	Lemonade	Fruit drink	X	3.2	0.40	3.0	0.38
13	PepsiCo	Propel		Flavored water	X	2.6	0.36	2.5	0.35
14	Kraft Heinz	Capri Sun	Juice Drink	Fruit drink	X	2.4	0.58	2.3	0.56
15	Nestle	San Pellegrino		Sparkling water		2.6	0.39	2.3	0.35
16	Coca-Cola	Simply	Light	Juice/water blend		2.4	0.39	2.2	0.36
17	Nestle	Nestle Waters	Pure Life	Plain water		2.4	0.40	2.1	0.34
18	Coca-Cola	Simply		Fruit drink	X	1.7	0.39	1.8	0.40
19	Citrus World	Florida's Natural		100% juice		2.0	0.84	1.4	0.60
20	Coca-Cola	Minute Maid	100% Juice	100% juice		1.6	0.42	1.4	0.37
21	Coca-Cola	Minute Maid	Premium Orange Juice	100% juice		1.5	0.41	1.3	0.34
22	Coca-Cola	Simply	Light	Fruit drink	X	1.2	0.38	1.2	0.38
23	PepsiCo	Tropicana		100% juice		1.0	0.39	0.9	0.35
24	Harvest Hill Beverage Company	Juicy Juice	100% Juice	100% juice		0.7	0.45	0.5	0.36
25	PepsiCo	Tropicana	Trop50	Fruit drink	X	0.5	0.38	0.5	0.37
26	Nestle	Deer Park	Sparkling water	Sparkling water		0.3	0.34	0.3	0.34
27	Nestle	Arrowhead	Sparkling water	Sparkling water		0.3	0.34	0.3	0.32
28	Nestle	Poland Spring	Sparkling water	Sparkling water		0.3	0.33	0.3	0.28
29	Crystal Geyser Water	Crystal Geyser		Plain water		0.2	0.38	0.2	0.33

Shading indicates a children's drink brand

continued

Average number of TV ads viewed by children in 2018 by sub-brand and company (continued)



Rank	Company	Brand	Sub-brand	Category	Sweetened drink	Preschoolers (2-5 y)		Children (6-11 y)	
						Avg # of ads viewed	Ratio of ads viewed vs. adults	Avg # of ads viewed	Ratio of ads viewed vs. adults
30	National Grape Cooperative	Welch's		100% juice		0.3	0.36	0.2	0.28
31	Sunsweet Growers	Sunsweet		100% juice		0.2	0.50	0.2	0.39
32	Nestle	Ice Mountain	Sparkling water	Sparkling water		0.1	0.30	0.1	0.37
33	Nestle	Zephyrhills	Sparkling water	Sparkling water		0.1	0.27	0.1	0.33
34	Kraft Heinz	Capri Sun	Refreshers	Juice/water blend		0.1	0.37	0.0	0.33

Shading indicates a children's drink brand

Company rankings



Rank	Company	Preschoolers (2-5 y)		Children (6-11 y)	
		Avg # of ads viewed	Ratio of ads viewed vs. adults	Avg # of ads viewed	Ratio of ads viewed vs. adults
Sweetened drinks					
1	Kraft Heinz	35.1	2.79	42.3	3.36
2	Coca-Cola	10.1	0.41	9.7	0.39
3	Ocean Spray	4.1	0.46	3.8	0.42
4	Dr Pepper Snapple Group	3.6	0.37	3.5	0.36
5	PepsiCo	3.1	0.36	3.0	0.35
Drinks without added sweeteners					
1	Kraft Heinz	13.0	3.61	16.5	4.56
2	PepsiCo	10.8	0.41	10.4	0.39
3	Coca-Cola	9.4	0.40	8.3	0.35
4	Wonderful	9.3	0.37	9.0	0.36
5	Nestle	6.1	0.49	5.5	0.44
6	Citrus World	2.0	0.84	1.4	0.60
7	Harvest Hill Beverage Company	0.7	0.45	0.5	0.36
8	National Grape Cooperative	0.3	0.36	0.2	0.28
9	Crystal Geyser	0.2	0.38	0.2	0.33
10	Sunsweet Growers	0.2	0.50	0.2	0.39

Source: Analysis of 2018 Nielsen data