

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 Pelligrino		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



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
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