## Ranking Table 1

### 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**

<table>
<thead>
<tr>
<th>Rank</th>
<th>IRI category/ sub-category</th>
<th>Drink category</th>
<th>Sales ($ million)</th>
<th>Number of brands</th>
<th>Number of products</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>All products</td>
<td>Children's drinks</td>
<td>% of total</td>
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</tr>
</tbody>
</table>

1. Aseptic juices/juice drinks  
   - Fruit drink  
   - Sales: $815, Number of brands: 120, Number of products: 699

2. Bottled juices/fruit drinks  
   - Fruit drink  
   - Sales: $3,978, Number of brands: 575, Number of products: 3,709

3. Bottled juices/juices  
   - 100% juice  
   - Sales: $1,612, Number of brands: 267, Number of products: 1,069

4. Aseptic juices/juices  
   - 100% juice  
   - Sales: $393, Number of brands: 62, Number of products: 240

5. Aseptic juices/juice drinks  
   - Juice/water blend  
   - Sales: $106, Number of brands: 15, Number of products: 79

6. Bottled water/convenience/ pet still water  
   - Flavored water  
   - Sales: $1,337, Number of brands: 13, Number of products: 234

7. Bottled juices/juice blends  
   - 100% juice  
   - Sales: $131, Number of brands: 7, Number of products: 46

8. Bottled juices/fruit drinks  
   - Flavored water  
   - Sales: $43, Number of brands: 3, Number of products: 17

9. Bottled juices/fruit drinks  
   - Juice/water blend  
   - Sales: $64, Number of brands: 5, Number of products: 23

10. Bottled juices/juice blends  
    - Fruit drink  
    - Sales: $266, Number of brands: 17, Number of products: 121

11. Bottled juices/juices  
    - Juice/water blend  
    - Sales: $154, Number of brands: 65, Number of products: 328

12. Bottled juices/fruit drinks  
    - 100% juice  
    - Sales: $4, Number of brands: 3, Number of products: 9

13. Bottled water/convenience/ pet still water  
    - Fruit drink  
    - Sales: $3, Number of brands: 1, Number of products: 2

14. Aseptic juices/juices  
    - Juice/water blend  
    - Sales: $35, Number of brands: 5, Number of products: 109

15. Bottled water/seltzer/ sparkling/mineral  
    - Sparkling water  
    - Sales: $2,682, Number of brands: 210, Number of products: 2,846

16. Bottled water/seltzer/ sparkling/mineral  
    - Flavored water  
    - Sales: $2, Number of brands: 5, Number of products: 26

17. Bottled water/convenience/ pet still water  
    - Plain water  
    - Sales: $9,803, Number of brands: 444, Number of products: 2,299

18. Bottled water/jug/ bulk still water  
    - Plain water  
    - Sales: $1,286, Number of brands: 200, Number of products: 659

19. Bottled juices/juice blends  
    - Juice/water blend  
    - Sales: $157, Number of brands: 54, Number of products: 234

20. Aseptic juices/juices  
    - Fruit drink  
    - Sales: $56, Number of brands: 15, Number of products: 55

    - Flavored water  
    - Sales: $5, Number of brands: 2, Number of products: 6

22. Aseptic juices/juice drinks  
    - 100% juice  
    - Sales: $2, Number of brands: 13, Number of products: 18

23. Bottled juices/juices  
    - Fruit drink  
    - Sales: $0, Number of brands: 2, Number of products: 2

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

**Source:** Analysis of 2018 IRI sales data

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