

## 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

Most

Least

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