

# Cross-Sectional Survey of Popular Fruit Juices in the U.S.

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## Objective:

Americans use fruit juices to meet recommended intake amounts for nutrients including vitamin C and calcium. Fruit juices are becoming an increasingly diverse market as blends and fortified juices are becoming more popular among consumers. The objective of this study is to provide an overview of the market for popular fruit juices. This information allowed us to prioritize fruit juices to include in the USDA National Nutrient Database for Standard Reference (SR), the primary publically available food composition database in the U.S.

## Background:

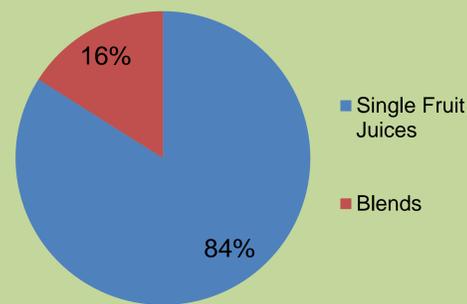
USDA's National Nutrient Database for Standard Reference (SR) is the most authoritative food composition database in the U.S. It is used as the foundation for most food composition databases and national nutrition monitoring. A large proportion of the data in SR is based on nationwide sampling and laboratory analysis obtained as part of the National Food and Nutrient Analysis Program, a collaborative program between USDA, CDC, FDA, and NIH. The process of categorizing and selecting foods and beverages to be included in SR requires an efficient utilization of limited resources. Data from other sources such as food industry and food labels may be used as well.

## Methods:

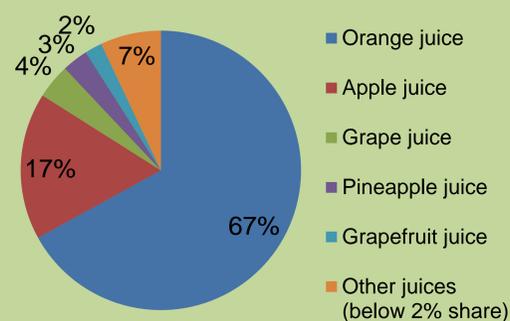
- Nielsen ScanTrack 2012 data was used to obtain total unit sales information on fruit juices. Data was available for 5,333 fruit juices.
- A minimum threshold was set of one million unit sales for a fruit juice product to prioritize higher sale items for consideration to include in SR. This reduced the dataset to 282 juices. These products comprised 70% of the total fruit juice market's sales. All subsequent analyses were done using this dataset.
- Nutrient values and ingredients for each of the 282 fruit juices were gathered primarily from manufacturer websites. Labels from containers in stores as well as manufacturer communications were also used.
- Fruit juices were categorized based on their predominant fruit ingredients and fortification type. Market shares were determined for single fruit juices, blended fruit juices, fortified fruit juices, and specific fortificants.
- Subsequently, products with high sales and no comparable entries in SR were prioritized to be added to SR.

## Results:

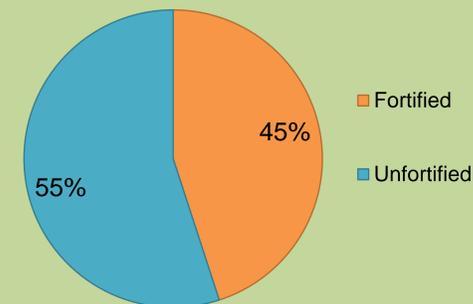
**Fruit juice types (n = 282)**



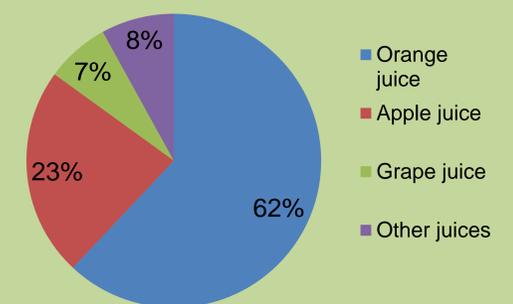
**Most popular single fruit juices (n = 209)**



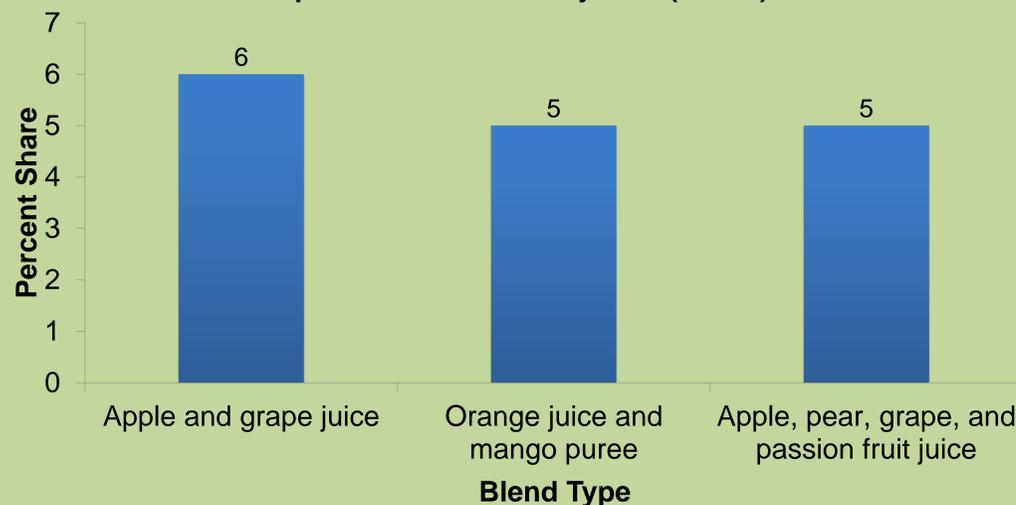
**Fortified and unfortified fruit juices (n = 282)**



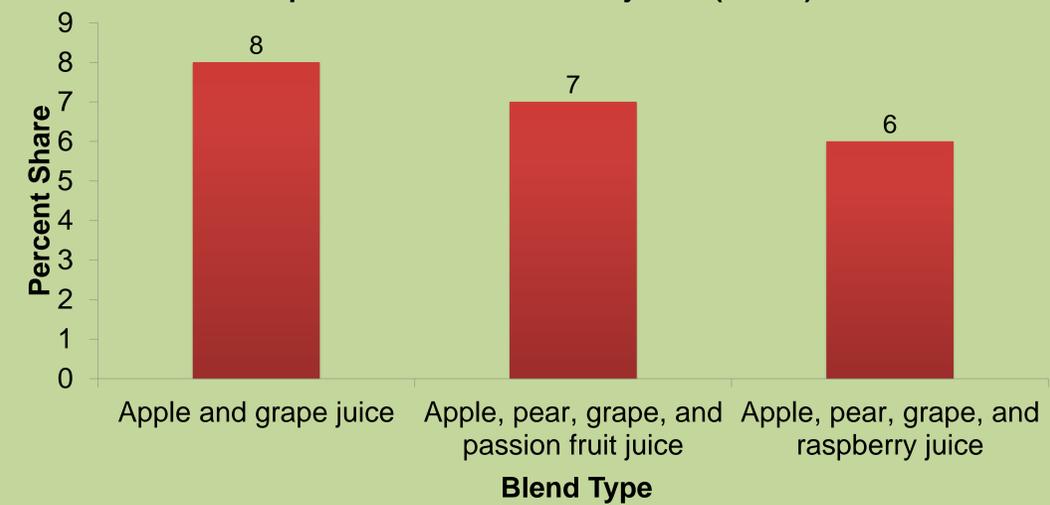
**Most popular fortified single fruit juices (n = 82)**



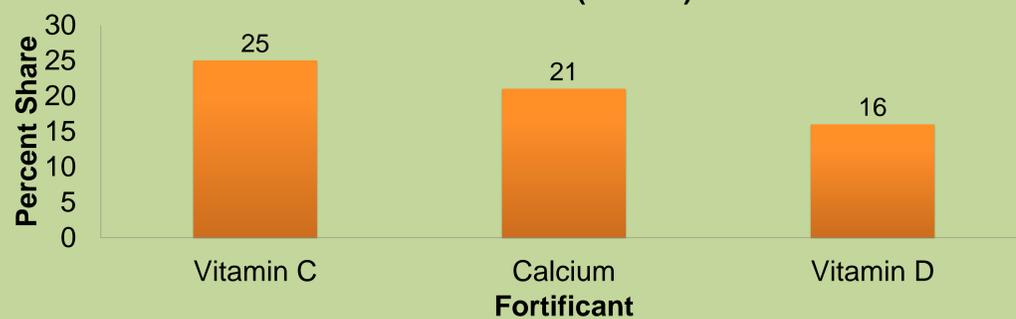
**Top three blended fruit juices (n = 73)**



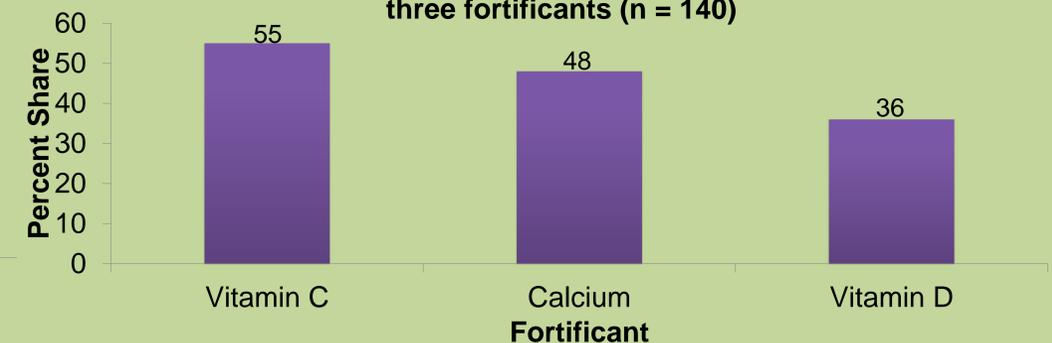
**Top three fortified blended fruit juices (n = 58)**



**Percent of all fruit juices containing one or more of top three fortificants (n = 282)**



**Percent of all fortified fruit juices containing one or more of top three fortificants (n = 140)**



## Conclusions:

- The current fruit juice market is diverse; however, single fruit juices are still most popular.
- A large proportion (45%) of fruit juices are fortified.
- Eleven fruit juices were added to SR as they were high sales items that were missing from the database. These include pineapple juice with added vitamins A, D, and E, orange juice with added calcium and vitamins A, D, and E, and apple juice with added vitamin C, calcium, and potassium. More fruit juices will be added in the next release of SR.
- Fourteen fruit juices have been identified as priority for nationwide sampling and laboratory analysis as part of the National Food and Nutrient Analysis Program. These include reconstituted lemon juice, pink/ruby red grapefruit juice, and orange mango juice.
- This survey provides a snapshot of the current fruit juice market, improves our understanding of the food environment, and allows consumers, researchers, and clinicians access to comprehensive fruit juice nutrient data through USDA's SR.

Please visit the Nutrient Data Laboratory's webpage at <http://ndb.nal.usda.gov/ndb/> for nutrient data for these products.