How has COVID-19 influenced the OJ market so far?

**Background**

The COVID-19 pandemic has changed consumer grocery shopping choices and patterns. As consumers have looked for products that might boost their immune system, OJ has been seen as a convenient option to achieve this. By exploring both Nielsen grocery scanner data and a monthly consumer survey, conducted by UF's Florida Agricultural Market Research Center (FAMRC), we provide a visual description of the dynamic changes in OJ consumers within the year of the pandemic.

**UF/FAMRC survey results**

**Change in OJ bought due to COVID**

- **28%** increased OJ purchases
- **69%** cited “support a healthy immune system” as the reason for increasing consumption.
- **11%** decreased OJ purchases
- **50%** of those decreased OJ consumption due to budget issues.
- **61%** didn’t change OJ purchases

**Respondents who said they purchased more OJ**

- **58%** male
- **42%** female

**77%** of all respondents plan to maintain their current level of purchases in the future.

The share of respondents who cited health and nutritional benefits as a top reason for OJ purchases increased.

- **33%** in 2019
- **40%** in 2020

April 2020 - March 2021 survey data.

 Acknowledgments: This study was funded by the Florida Department of Citrus.

Data Source: Nielsen grocery scanner data and a monthly consumer survey conducted by UF's Florida Agricultural Market Research Center (FAMRC).