



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

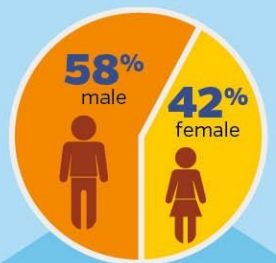
50% of those decreased OJ consumption due to budget issues.



61% ⊘

DIDN'T CHANGE OJ PURCHASES

Respondents who said they purchased more OJ



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



2019



2020

¹Nielsen scanner

April 2020 - March 2021 survey data.

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

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