

Calcium-Fortified Orange Juice Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Frozen Concentrated Orange Juice, Not From Concentrate, Canned Orange Juice, Fresh-Squeezed Orange juice, Dehydrated Orange Juice, Others), By Packaging (Tetra Pak, PP Material Bottle, Metal Can, Others), By Distribution Channel (Online and Offline), By Region & Competition, 2021-2031F

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Abstracts

The Global Calcium-Fortified Orange Juice Market is projected to expand from USD 9.82 Billion in 2025 to USD 14.26 Billion by 2031, reflecting a compound annual growth rate of 6.41%. This market centers on functional beverages that are enhanced with bioavailable calcium salts like calcium lactate or calcium citrate, aiming to replicate the mineral content found in dairy milk. The growth trajectory is primarily fueled by the increasing global incidence of lactose intolerance and a growing consumer focus on preventive bone health. These drivers position the product as an essential nutritional alternative for those requiring non-dairy calcium sources, ensuring that convenience and taste remain uncompromised.

However, the industry faces substantial hurdles due to fluctuations in raw material supply and pricing pressures caused by agricultural issues such as citrus greening disease. This instability in supply makes it challenging to sustain competitive pricing against less expensive beverage options. Data from the Florida Department of Citrus in 2024 indicates that the market share for 100 percent orange juice dropped to 62 percent, signaling a consumer migration away from premium juice products due to

economic and supply constraints. This shift represents a significant obstacle to broadening the market reach of value-added fortified beverages in a price-conscious environment.

Market Driver

The rising popularity of vegan and plant-based lifestyles acts as a major catalyst for broadening the customer base of calcium-fortified orange juice. As more people remove dairy from their diets for ethical or health-related reasons, there is a heightened demand for bioavailable plant-based calcium sources to ensure nutritional adequacy. This trend has transformed fortified juices from specialized items into fundamental components of dairy-free diets. In May 2024, the Plant Based Foods Association's '2024 State of the Marketplace' report revealed that U.S. sales of plant-based milks hit \$2.9 billion, highlighting the strong shift toward dairy alternatives that directly supports the growth of functional fruit beverages.

Concurrently, the growing number of elderly individuals at risk for bone density loss and osteoporosis is fueling demand for liquid nutritional aids. Older consumers frequently favor fortified drinks over pill supplements because they are easier to consume, leading manufacturers to focus on bone-health formulations. The International Osteoporosis Foundation announced in October 2024, during World Osteoporosis Day, that approximately 37 million fragility fractures happen annually among those over 55, emphasizing the critical need for accessible preventive options. This increasing demand faces supply challenges, as the USDA Foreign Agricultural Service estimated in 2024 that global orange juice production would fall to 1.5 million tons due to harvest limitations in Brazil.

Market Challenge

The global market for calcium-fortified orange juice is confronting a severe obstacle related to the instability of raw material supplies, largely caused by the widespread impact of citrus greening disease. This agricultural emergency has drastically reduced yield volumes in key production areas, leading to a significant rise in the cost of orange juice concentrate, which is the foundational ingredient for these beverages.

Consequently, manufacturers are compelled to increase retail prices to offset high input costs, a move that risks alienating price-conscious shoppers who might otherwise opt for these functional drinks instead of cheaper synthetic supplements or other dairy-free alternatives.

The immediate effect of these supply limitations is visible in the sharp decline in production numbers from Brazil, the world's top exporter. In 2024, Fundecitrus forecasted that the orange crop for the 2024-2025 season in the S?o Paulo and West-Southwest Minas Gerais citrus belt would amount to 232.38 million boxes, marking a substantial 24.36 percent drop from the prior season. This severe contraction in supply fosters a challenging market landscape where escalating commodity prices cut into manufacturer profits and hinder the expansion of premium fortified product offerings within a competitive industry.

Market Trends

Consumers are increasingly examining the sugar content of functional drinks, driving a rapid shift toward low-sugar and reduced-calorie formulations in the product market. To address metabolic health issues like weight management and diabetes?distinct from traditional bone health concerns?manufacturers are reformulating calcium-fortified orange juice using advanced enzymatic methods or non-nutritive sweeteners such as stevia to lower calories while preserving mineral levels. The '2024 Food & Health Survey' by the International Food Information Council in June 2024 noted that 66% of consumers are attempting to reduce sugar intake, a figure that has pushed leading juice brands to focus on creating 'light' and reduced-sugar versions to keep health-focused customers.

At the same time, the industry is seeing an increase in functional multi-juice blends designed for cost efficiency as a response to the high cost of orange concentrate. Producers are developing hybrid drinks that mix orange juice with less expensive bases like water, apple, or pear juice, while boosting the nutritional profile with vitamin and calcium premixes. This approach enables companies to provide value-priced products that simulate the benefits of 100 percent juice without the steep retail prices driven by supply shortages. According to the 'Juice Drink Trends 2024' report by Simpsons Beverages in September 2024, the functional juice drink sector saw a value increase of 9.3%, outstripping the pure juice category as consumers shifted toward these more economical, fortified blended choices.

Key Market Players

Astral Foods

Bar-S Foods

Campofrio Food Group

Cargill Incorporated

Carolina Packers Inc

China Yurun Food Group Ltd

Charoen Pokphand Group

Farmland Foods

Danish Crown

Hormel Foods Corporation

Report Scope

In this report, the Global Calcium-Fortified Orange Juice Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Calcium-Fortified Orange Juice Market, By Type

Frozen Concentrated Orange Juice

Not From Concentrate

Canned Orange Juice

Fresh-Squeezed Orange juice

Dehydrated Orange Juice

Others

Calcium-Fortified Orange Juice Market, By Packaging

Tetra Pak

PP Material Bottle

Metal Can

Others

Calcium-Fortified Orange Juice Market, By Distribution Channel

Online

Offline

Calcium-Fortified Orange Juice Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Calcium-Fortified Orange Juice Market.

Available Customizations:

Global Calcium-Fortified Orange Juice Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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