

J Sights Corporation

Global Supply of White Grapefruit Juice and Japan's Procurement Trends

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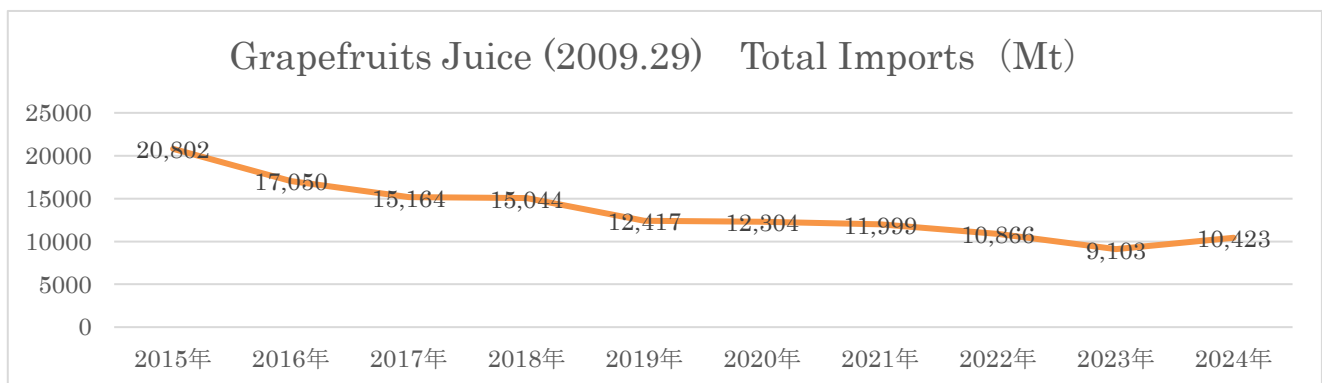
Our previous juice report reviewed overall citrus trends. This edition focuses on grapefruit juice — our core product — analyzing market movements based on performance data and on-site experience.

Pink grapefruit has grown in use across desserts, confectionery, and beverages. In RTD (Ready-to-Drink) drinks, its bright color enhances packaging and its “fruity flavor with mild bitterness” appeals to consumers.

White grapefruit, by contrast, is prized for its sharp, refreshing finish from its distinct acidity and bitterness. This profile suits Japanese preferences and remains valued both as a base ingredient and as a blender for depth of flavor. Our main juice line centers on this white variety.

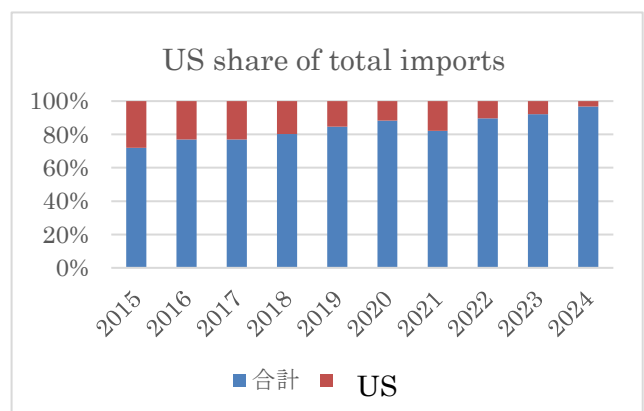
Japan's Import Record of Grapefruit Juice

An analysis of Japan's import statistics for item code 2009.29 (grapefruit and pomelo juice, Brix above 20) over the ten years from 2015 to 2024 is shown below.



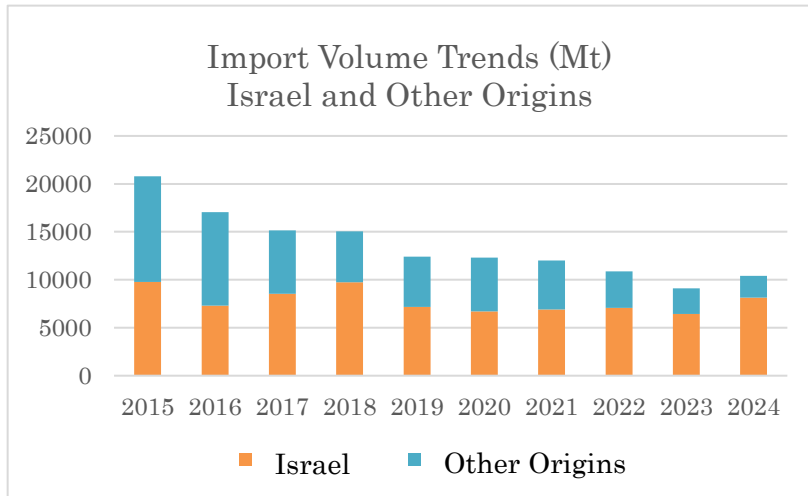
The data reveal that total import volume has nearly halved over the past decade, indicating a clear trend of supply instability. This decline can be attributed to multiple factors, including reduced production in major supplier countries such as South Africa, Mexico, and the United States, as well as shrinking domestic demand and the growing use of substitute juices.

In the U.S., aging orchards, climate extremes, and disease outbreaks have sharply cut yields and led to widespread closures — a major driver of the global decline.



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Israel: Stable Supply Amid Geopolitical Risk



Compared to other origins, Israel's white grapefruit juice supply has remained largely stable despite the global downward trend. The country has long outperformed others in quality consistency, production standards, and reliability of supply. Our company also relies heavily on Israeli juice, which is produced at facilities recognized among the most advanced and efficient in the world. This

competitive edge is expected to remain intact for the foreseeable future.

However, Israel has always faced persistent geopolitical risks — a reality stretching back millennia. While our supplier continues to maintain stable operations even under such conditions, it remains essential for us to diversify sourcing in order to mitigate potential risks.

Supply Situation in Turkey

Benefiting from the warm Mediterranean climate, Turkey has recently emerged as a notable new origin for grapefruit. Historically, production was largely consumed domestically or exported to neighboring countries, but recent years have seen improvements in export infrastructure and quality control systems, leading to growing export volumes.

Production areas such as Adana, Mersin, and Hatay have seen orchard expansion, lifting yields from 2020 to 2023 to about 280,000 tons. For 2024, output is estimated at 150,000 tons due to heat during flowering. Despite yearly fluctuations, expansion suggests moderate long-term growth. Building on existing ties, we are strengthening local partnerships to ensure both stability and quality through diversified procurement.

Conclusion

Global white grapefruit juice supply continues to decline, but Japanese demand remains steady. By keeping Israeli juice as our mainstay while deepening cooperation with multiple origins including Turkey, we aim to secure both supply stability and consistent quality.

These initiatives help reduce future risks and support more sustainable sourcing.

Sources:

1. TÜİK (Turkish Statistical Institute) – *Production of Fruits, Beverages and Spices Crops*
2. USDA – *Citrus Annual 2025*

If you have any questions, please feel free to [contact us](#).

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