**Title:** Why the new orange juice consumption model favors own global trade and the growth of the orange production sector

**Structured Abstract:**

Purpose

*In this study, we discuss the evolution of the orange juice business in the global market. Our aim is to explore the implications of global orange production trends and new oranges food consumption patterns on the industry. We achieve this through analysis of country-level determinants of the competitiveness of the 15 biggest producer countries in the world.*

Design/Methodology:

*Data were generated using FAOSTAT to evaluate the production of fresh oranges fruit and UN Comtrade to evaluate the trade in oranges and orange juices, for the period from 1997 to 2016. We applied models to examine production specialization and comparative advantages; in particular, Lafay index, the export profitability index and social network analysis.*

Findings:

*Our research found that the increasing production of orange juice rather than the sale of oranges is a driving force for the global growth of the sector. The results suggest that most of the global trade advantages are the concentrated juice. For oranges and not-concentrate refrigerated juice, the major importing countries are in Europe.*

Originality/Value:

*The originality of this study is that it shows that the current competitiveness of orange juice exports is a crucial factor in the long-term survival of the global orange production sector, as it fosters business opportunities. The study makes valuable contributions to the oranges sector literature by analyzing a new utilization trend in the global orange juice market.*

**Keywords:** *Strategic trade; Orange juices; Orange fruits; Competitive advantages; Geographic trade.*