

DrinkTell™ Database with Market Forecasts

THE INDUSTRY'S ONE-STOP DESTINATION FOR ALL THINGS BEVERAGE

This powerful, customizable, easy to query database facilitates decision-making across the organization



DRINKTELL™ covers more than 30 categories and 60 sub-categories including:

Non-Alcohol Beverages

- Carbonated Soft Drinks
- Bottled Water
- 100% Fruit Juices
- Fruit Drinks
- Sports Drinks
- Energy Drinks
- Coffee
- RTD Coffee
- Tea
- RTD Tea
- Milk
- Dairy Alternatives
- Flavored Milk
- Vegetable Juice
- Kombucha Teas
- Coconut Water
- Liquid Water Enhancers
- Probiotic Drinks
- Protein Drinks
- Plant Waters
- Vegetable/Fruit Juice Blends
- Energy Shots
- Enhanced Water
- Flavored Water
- Essence Water
- Sparkling Water
- Alkaline Water

Alcohol Beverages

- Beer
- Flavored Malt Beverages
- Craft Beer
- Wine
- Spirits
- Cider

And many more...

SELECT FEATURES:

Volume and Sales Dollars

- Query annual and quarterly data and 5 year projections for more than 30 categories and 60 sub-categories.
- Track companies and brands.
- Analyze regional data, flavor trends, diet vs. regular, sales channel break-outs, etc.

Advertising Expenditures

- Compare category, company and brand expenditures across 18 media types including internet advertising

U.S. Consumer Insights

- Access brand equity relationship assessment data
- Get insight on Gen Z's beverage consumption patterns and opinions
- Explore category and brand demographic profiles

U.S. Packaging Data

- Explore annual and quarterly packaging units by beverage category, packaging material and size

- Track pack weight and resin consumption trends
- Access co-packer capabilities database and more

Global Beverage Data

- Query volume and per capita consumption for 9 beverage categories across up to 190 countries

Beverage Company Database

- Search U.S. and Canadian companies
- Track bottling and distribution networks
- Study local market distribution and brand competitive situation by product type, brand, location, company size, etc. *Optional*

Financial Analysis

- Access Wall Street analyst reports, key government and economic data

DrinkTell™

CONTINUES TO EVOLVE,
WITH ENHANCED GRANULARITY AND
NEW FEATURES ADDED REGULARLY.
SCHEDULE YOUR DRINKTELL™ DEMO TODAY!

Market Reports

- Explore the numbers and what they really mean.
- Tap into BMC's insightful analysis of key trends, companies, brands and market drivers
- Access BMC Market Reports from your DrinkTell portal. *Optional*

More

- Industry presentations
- Analysis of private beverage companies
- LRB caloric trend data
- Leading brand sweetener profiles
- New product introductions
- Beverage imports

NOW AVAILABLE:
Customized modular access
for greater flexibility!

FOR MORE INFORMATION OR TO SCHEDULE A DEMONSTRATION
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