

BEVERAGES 2024: WHAT'S IN STORE

2024 EDITION (Published February 2024. Data through 2023p. Market projections through 2024.) More than 40 PowerPoint slides, with extensive data and statistical infographics.

Jumpstart your planning and brainstorming sessions with this ready-made PowerPoint presentation that provides an early view of 2023 year-end results for the major beverage categories and a broad range of niche segments, plus an early 2024 forecast for 8 major no-alcohol beverages and key alcohol categories. Get a quick view of market innovation, category winners and losers and key emerging categories and brands to watch this year. Through a series of charts, graphs, infographics and comments, this insightful industry research report looks primarily at non-alcoholic beverage category performance and the key drivers behind the performance. The perfect executive briefing to kick off your planning and training meetings! Also ideal as a complement to individual category or deep dive multiple beverage segment reports.

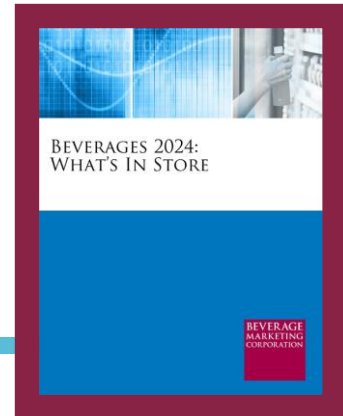
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**HAVE
QUESTIONS?**

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THE ANSWERS YOU NEED

This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- How did the U.S. beverage market perform in 2023, and how is it poised to perform in 2024?
- What are the key macro-trends impacting industry performance today and in the future?
- How has inflation impacted the industry?
- What beverage segments are winning? Which are losing?
- How is beverage packaging performing?
- What are the key challenges and opportunities that beverage marketers currently face?
- Which beverage categories are likely to grow fastest in 2024?

THIS REPORT FEATURES

This industry report offers a look at key categories and niche segments, offers perspective on the economic and societal trends driving the marketplace and more. Through colorful, data-rich slides, this presentation examines a broad range of beverage categories, with particular focus on the non-alcohol liquid refreshment beverage (LRB) market. This report provides busy executives with a succinct, graphic view of trends and a high-level understanding of the U.S. beverage market:

- Economic and societal trends driving the beverage market.
- Performance of 8 key categories in 2023 and primary alcohol categories.
- Perspective on the market share of a broad range of innovative emerging and niche beverage segments market share vs. more traditional segments
- Share of stomach results and what market share do the various key categories hold?
- Consumer drivers behind changing consumption patterns.
- Performance comparison of bottled water vs CSD's.
- The latest on emerging sectors and the changing consumer need states driving their rise.
- The rise of adult alternative beverages in the alcohol space.
- Beverage packaging trends.
- Beverage Marketing's projections for marketplace growth in 2024.



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February 2024



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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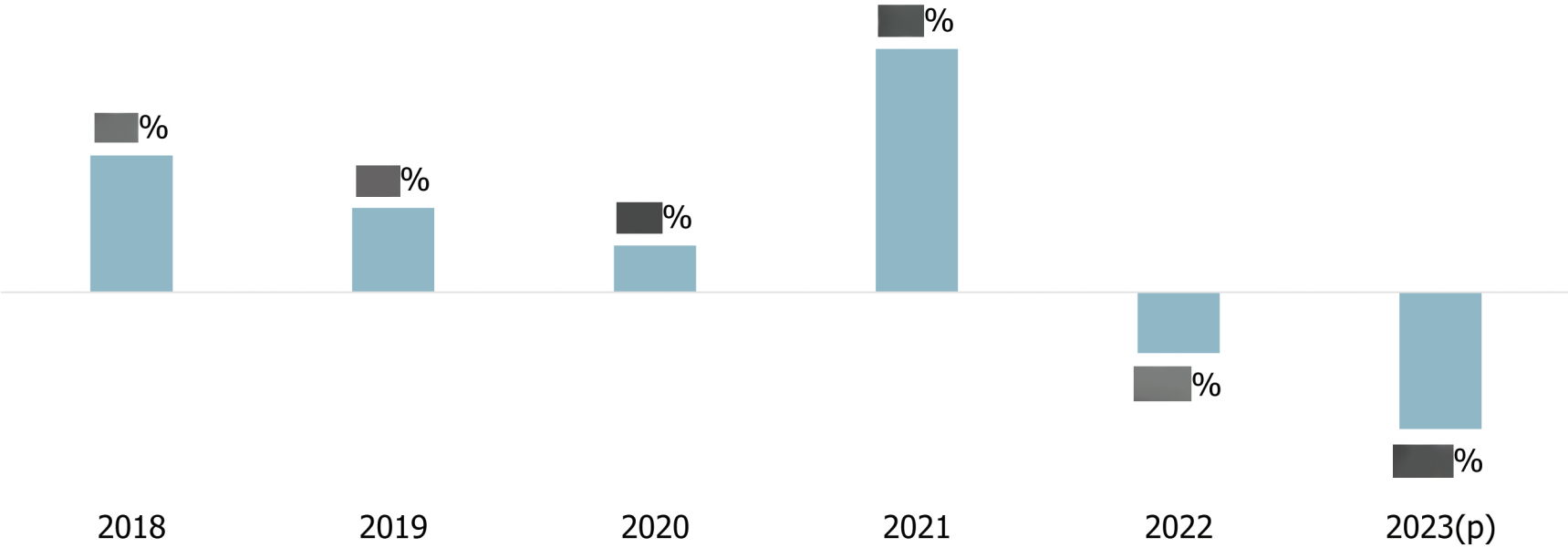
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U.S. beverage market volume growth was soft in 2022 and 2023 after a pandemic-induced performance rebound in 2021

**U.S. Total Beverage Market
Volume Growth
2018 – 2023(p)**

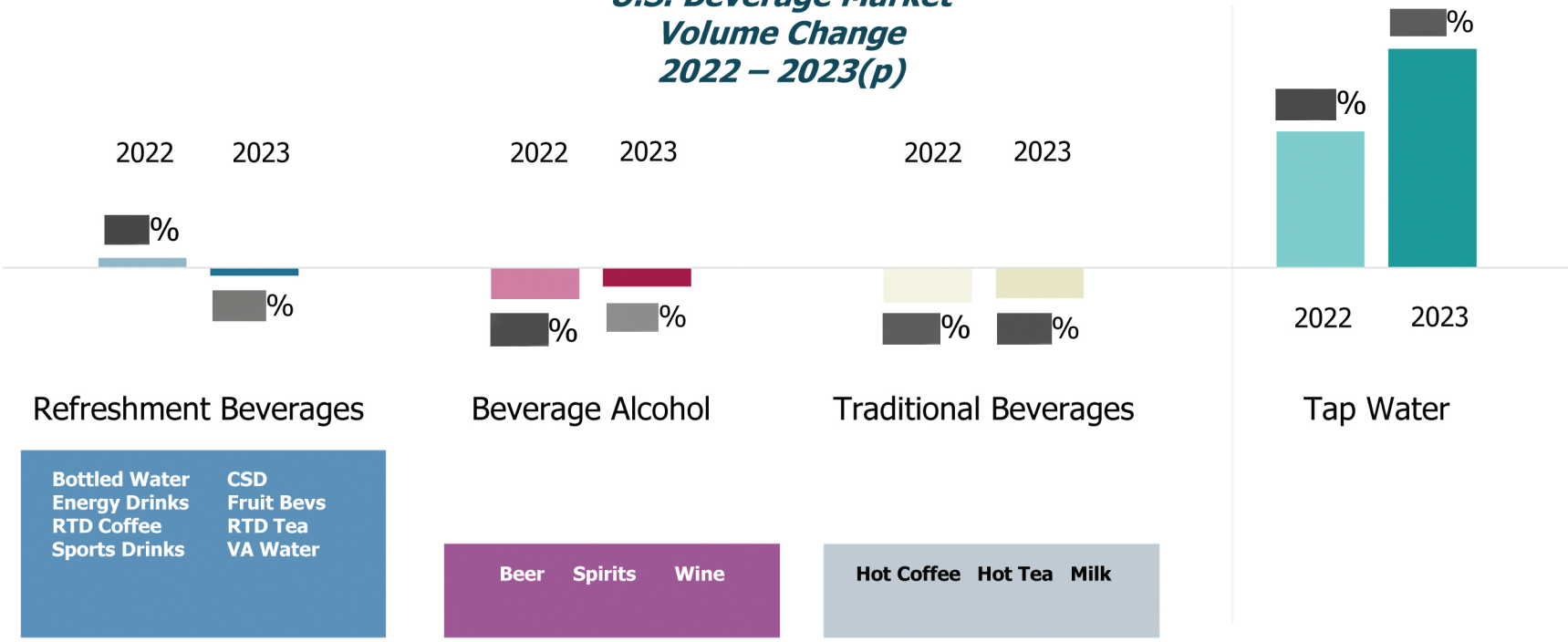


(p): Preliminary
Source: Beverage Marketing Corporation



Refreshment beverages modestly outperformed the overall beverage market in 2023

**U.S. Beverage Market
Volume Change
2022 – 2023(p)**



(p): Preliminary
 Source: Beverage Marketing Corporation

