

A high-quality photograph of a clear glass filled with water and several large, clear ice cubes. A stream of water is captured mid-pour, falling from the top of the frame into the glass, creating dynamic splashes and ripples. The background is a soft, light blue gradient.

2015 BMC MARKET REPORTS

SUPERIOR DATA, CRYSTAL CLEAR INSIGHTS

ALL BEVERAGES

ALL SALES CHANNELS

GRANULAR DATA

DETAILED ANALYSIS

FIVE YEAR PROJECTIONS

**BEVERAGE
MARKETING
CORPORATION**

2015 BMC MARKET REPORTS

ALL MARKET REPORTS ARE *NOT* CREATED EQUAL

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- ➡ Benefit from our unsurpassed relationships with key decision makers throughout the beverage industry.
- ➡ The most reliable, granular total U.S. market data in the industry—BMC offers depth of data and analysis you won't find anywhere else.

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Historical, current and projected category volume, wholesale and retail dollar sales	✓
Detailed breakouts and projections of product volume by package size and material type (on- and off-premise inclusive)	✓
Consumer demographic profile data for beverage segment and key brands, plus ad expenditures by category and key brands for 18 key media break-outs	✓
Regional all-sales channel inclusive data and projections	✓
Quantification of organic market in each major beverage sector	✓
Historical, current and projected flavor data, diet vs. regular statistics and so much more	✓

*This specific select feature set describes BMC's U.S. Beverage Category Reports. A U.S. Beverage Category Report is a comprehensive Market Report that covers a single major beverage category such as beer or carbonated soft drinks. This specific feature set does not apply to Topline Reports, Multiple Beverage Overview Reports or Global Market Reports or to Market Reports on emerging sectors such as coconut water, plant water or Sparkling Ice.

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INTRODUCING BMC'S TOPLINE MARKET REPORTS

- Brief overview of category with key trends
- Category volume, dollars and per capitas
- Key brand market shares
- Five year projections

IDEAL FOR:

- Entrepreneurs building a business plan
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- Ad agencies preparing for an account pitch

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\$995



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BMC'S DATABASE WITH MARKET FORECASTS

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 - A wealth of historical data
 - Consumer demographic profiles of key category and brand users
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CATEGORIES:

- Carbonated Soft Drinks
- Bottled Water
- Value-Added Water
- Fruit Beverages
- Sports Drinks
- Energy Drinks
- Coffee
- Tea
- Milk
- Dairy Alternatives
- Vegetable Juice
- Kombucha
- Coconut Water
- Relaxation Beverages
- Premium Iced Tea
- Superpremium Juice
- Vegetable/Fruit Juice Blends
- Energy Shots
- Premium Sodas
- Liquid Water Enhancers
- HPP Juices
- Probiotics
- Healthy Energy Drinks
- Premium Kids' Beverages
- RTD Protein Drinks
- Beer
- Wine
- Spirits
- Hard Cider

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