



2017 BMC MARKET REPORTS

SUPERIOR BEVERAGE DATA TOTAL MARKET PERSPECTIVE

ALL BEVERAGES • ALL SALES CHANNELS • GRANULAR DATA
DETAILED ANALYSIS • FIVE YEAR PROJECTIONS



CELEBRATING
45 YEARS OF
EXCELLENCE

**BEVERAGE
MARKETING
CORPORATION**

2017 BMC MARKET REPORTS

YOUR SOURCE FOR SUPERIOR DATA AND TOTAL MARKET PERSPECTIVE

Leverage Beverage Marketing Corporation's 45 years of experience tracking, analyzing and advising the global beverage industry.

Total Market View. From bottled water to wine, and everything in between, BMC covers all beverage segments, offering accurate, granular, total market data. Wherever a beverage is sold or consumed, you can be confident it is included in our market totals.

Decision Support and Trusted Third Party Validation. BMC's Market Reports offer the reliable beverage data and meaningful insights you need to:

- Capture total market, on- and off-premise sales data
- Analyze beverage segments
- Assess the competition
- Identify and evaluate opportunities
- Benchmark progress and performance
- Formulate plans and tactics
- Conduct cross-category research
- Verify hunches and validate conclusions
- Develop and train staff members
- Establish a strong knowledge base for strategic initiatives

SHOP ONLINE AT
bmcreports.com

- View tables of contents and sample data
- Compare reports
- Download purchases immediately
- Access for 1-3 users
- PDF & Word versions provided (unless otherwise noted)

Have Questions?

Contact: Charlene Harvey
+1.212.688.7640 ext. 1962
charvey@beveragemarketing.com

Turn to BMC for industry expertise you can rely on and depth of data you won't find anywhere else.

THE BMC ADVANTAGE

BMC MARKET REPORTS*

Historical, current and projected category volume, wholesale and retail dollar sales



Total all-sales-channel inclusive data + key sales channel break-outs



Detailed breakouts and projections of product volume by package size and material type (on- and off-premise inclusive) through 2021



Consumer demographic profiles for beverage segment and key brands, plus ad expenditures for category and top brands by 18 media breakouts



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 U.S. Carbonated Soft Drinks through 2021. This specific feature set does not apply to Guide Reports, Topline Reports, Multiple Beverage Overview Reports or Global Market Reports or to Market Reports on emerging sectors such as coconut and plant water.

MARKET REPORTS	No. of Pages	Date of Availability	Price
Beverage Packaging in the U.S.	400+	Summer	\$4,995
Beverages 2017: What's in Store (PowerPoint)	40+	Winter	\$1,495
Coconut and Plant Water in the U.S.	25-50	Winter	\$1,495
Contract Packing Directory Database (Excel)	—	Fall	\$4,995
Private Label Beverages and Contract Packing in the U.S.	400+	Fall	\$3,995
The Global Beer Market	450+	Fall	\$4,995
Sparkling Water in the U.S. <i>New!</i>	40+	Winter	\$1,495
The Global Bottled Water Market	250+	Winter	\$4,995
The Global Multiple Beverage Marketplace	300+	Fall	\$3,995
The Multiple Beverage Marketplace in Canada	250+	Fall	\$4,995
The Multiple Beverage Marketplace in the U.S.	250+	Spring	\$4,995
The Next Wave of Niche and Emerging Beverages	450+	Fall	\$3,995
U.S. Alcohol Beverage Trend Analysis (PowerPoint)	25-50	Spring	\$1,495
U.S. Beer through 2021	450+	Fall	\$4,995
U.S. Bottled Water through 2021	300+	Summer	\$4,995
U.S. Carbonated Soft Drinks through 2021	350+	Summer	\$4,995
U.S. Coffee through 2021	200+	Fall	\$4,995
U.S. College Student Beverage Consumption and Attitudes	100+	Spring	\$1,995
U.S. Craft Beer through 2021	200+	Fall	\$3,995
U.S. Dairy Alternative Beverages through 2021	150+	Summer	\$4,995
U.S. Energy Drinks through 2021	150+	Fall	\$3,995
U.S. Fruit Beverages through 2021	400+	Spring	\$4,995
U.S. Milk and Dairy Beverages through 2021	200+	Fall	\$4,995
U.S. New Age Beverages through 2021	300+	Fall	\$4,995
U.S. Quarterly Category Volume & Wholesale Dollar Reports (Excel)	—	4 per Year	\$1,495
U.S. Ready-to-Drink Tea through 2021	250+	Summer	\$4,995
U.S. Single-Serve Fruit Beverages through 2021	150+	Fall	\$3,995
U.S. Sports Beverages through 2021	125+	Fall	\$3,995
U.S. Value-Added Water through 2021	150+	Fall	\$3,995
Wellness and Functional Beverages in the U.S.	300+	Fall	\$4,995

TOPLINE MARKET REPORTS	No. of Pages	Date of Availability	Price
North American Topline <i>New!</i>	50-60	Fall	\$2,995
U.S. Bottled Water Topline	20-30	Summer	\$995
U.S. Carbonated Soft Drinks Topline	20-30	Summer	\$995
U.S. Coffee Topline	20-30	Fall	\$995
U.S. Dairy Alternative Beverages Topline	20-30	Summer	\$995
U.S. Energy Drinks Topline	20-30	Fall	\$995
U.S. Fruit Beverages Topline	20-30	Spring	\$995
U.S. Milk Topline	20-30	Fall	\$995
U.S. Ready-to-Drink Tea Topline	20-30	Fall	\$995
U.S. Single-Serve Fruit Beverages Topline	20-30	Fall	\$995
U.S. Sports Beverages Topline	20-30	Fall	\$995

BMC'S GUIDE REPORTS	No. of Pages	Date of Availability	Price
BMC's U.S. Spirits Guide	300+	Spring	\$995
BMC's U.S. Wine Guide	250+	Spring	\$995
BMC's U.S. Beer Guide	160+	Summer	\$995

INTRODUCING...

- **Individual Beverage Category Trend Databases**

Unleash the data! Use as a stand-alone resource or in conjunction with a coordinating market report for greater market insight.

- **BMC's Beverage Company Database**

Search and analyze beverage manufacturers, fillers and distributors. Use to grow your distribution network, track competitors, conduct due diligence, identify and contact key prospects and more.

Call for a free demo today!

JUST ASK...

We want to be your research partners. For times when off-the-shelf research just doesn't fit, BMC provides a range of tailored services to meet your unique requirements:

- Custom Research
- Private Presentations
- Brainstorming Meeting Kick-off Presentations
- Speeches and Webinars
- Custom Databases
- Quarterly Briefings
- Strategic and Tactical Management Consulting
- Supply Chain and Distribution Strategies
- Market Assessments
- And More

Call Charlene Harvey at +1.212.688.7640, ext. 1962 or charvey@beveragemarketing.com

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
CONTACT: Charlene Harvey at +1.212.688.7640, ext. 1962 or
charvey@beveragemarketing.com

**BEVERAGE
MARKETING
CORPORATION**

850 Third Avenue,
13th Floor
New York, NY 10022

+1.800.275.4630 or
+1.212.688.7640

beveragemarketing.com
bmcreports.com

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linkedin.com/company/
beverage-marketing-corp