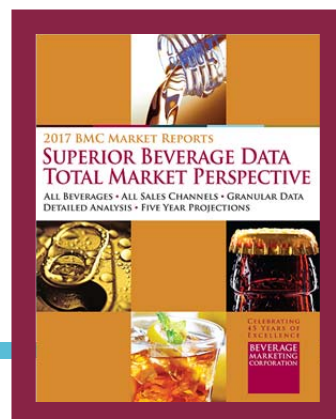


U.S. CARBONATED SOFT DRINKS TOPLINE

2017 EDITION (Published August 2017. Data through 2016. Market projections through 2021.) More than 30 pages, with text analysis, graphs and charts.



U.S. Carbonated Soft Drinks Topline from Beverage Marketing Corporation provides a brief overview of the category with key data and five year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the carbonated soft drink sector.

FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
Go To
bmcreports.com

AVAILABLE FORMAT & PRICING



Direct
Download

\$995

*To learn more, to place an advance order or to inquire about additional user licenses **call**: Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com*

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. 2

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. 5

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. 6



HAVE
QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com

BEVERAGE
MARKETING
CORPORATION

BEVERAGE MARKETING CORPORATION
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255

THE ANSWERS YOU NEED

U.S. Carbonated Soft Drink Topline offers a concise summary of the overall market. Questions answered include:

- How much carbonated soft drinks (CSDs) are consumed per capita in the United States, how has this changed in recent years, and what recent trends are behind these developments?
- How is CSD volume apportioned by region and how has this changed from past years?
- Which are the leading CSD companies?
- What are the top 20 brands by advertising expenditures?
- What are the expected performance of fountain versus packaged CSDs to 2021?

THIS REPORT FEATURES

U.S. Carbonated Soft Drink Topline contains key information and identifies key trends concerning the U.S. carbonated soft drink market; it features category volume and per capita consumption data; leading companies' market shares; and five-year projections.

U.S. Carbonated Soft Drinks Topline

August 2017



RESEARCH • DATA • CONSULTING

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

Copyright © 2017 Beverage Marketing Corporation of New York, 850 Third Avenue, New York, New York 10022, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

TABLE OF CONTENTS

TABLE OF CONTENTS	i
-------------------------	---

Summary

U.S. CARBONATED SOFT DRINKS TOPLINE

The National Soft Drink Market	1
• Overview	1
• Volume	1
• Per Capita Consumption	2
• Growth	3
• Seasonality	4
• Quarterly Growth Trends	4
• Recent Trends in the CSD Market	5
The Regional Soft Drink Markets	13
• Overview	13
• Regional Per Capita Consumption	16
Exhibits	
1 U.S. Carbonated Soft Drink Market Volume and Change 1960 – 2021	18
2 U.S. Carbonated Soft Drink Market Per Capita Consumption 1970 – 2021	19
3 U.S. Carbonated Soft Drink Market Compound Annual Growth 1970 – 2021	20
4 U.S. Carbonated Soft Drink Market Quarterly Volume Shares in Measured Channels 2003 – 2016	21
5 U.S. Q1 2017 Estimated Volume, Share and Growth by Diet vs. Regular CSDs	22
6 Regional Soft Drink Markets Volume 2011 – 2021	23
7 Regional Soft Drink Markets Share of Volume 2011 – 2021	24
8 Regional Soft Drink Markets Change in Volume 2012 – 2021	25
9 Regional Soft Drink Markets Compound Annual Growth 1996 – 2021	26
10 Regional Soft Drink Markets Per Capita Consumption 2011 – 2021	27
11 U.S. Soft Drink Market Packaged and Fountain Share 1975 – 2021	28
12 U.S. Soft Drink Market Share by Flavor 2011 – 2021	29
13 The Leading Soft Drink Companies Share 2011 – 2016	30
14 U.S. Soft Drink Market National Brands vs. Private Label Gallonage and Share 1993 – 2021	31
15 The Top 20 Soft Drink Brands by Advertising Expenditures 2011 – 2016	32

Appendix

A. U.S. Population by Region 1978 – 2016	33
--	----

For about a decade, there has been a growing attack on carbonated soft drinks for contributing to obesity in America. An increase in health care costs related to obesity has led dozens of municipalities and states to propose so-called soda taxes.

- In May 2012, then mayor of New York City Michael Bloomberg issued a proposal to ban sugared drinks over 16 ounces in restaurants, delis, movie theaters, sporting venues and food carts. Although Bloomberg ultimately failed, he has spent millions of dollars to help get soda taxes passed across the country.
- The American Beverage Association (ABA), the industry's principal lobby, and other groups have also spent millions of dollars in trying to defeat the various tax schemes on the state and municipal level.
- The Baltimore city council passed a tax of two cents per beverage in June 2010, although the tax was set to expire in three years. Although retailers and manufacturers complained that the tax hurt business, the Baltimore city council increased the tax to five cents in July 2012. The Baltimore tax is not limited to soda.
- In November 2010, residents in Washington State voted by initiative to repeal a three-year soda tax that was implemented in July of that year. The ABA expended over \$16 million in the Washington effort, outspending pro-tax forces by a reported 40-to-1 margin. In 2011 and 2012, the Hawaiian legislators squashed proposed taxes on sugary drinks.
- In November 2013, voters in Telluride, Colorado, rejected a penny-per-ounce soda tax by about a two-to-one margin.
- In November 2012, the cities of Richmond and El Monte, California, had penny-per-ounce sugar-sweetened beverage tax referenda on the ballot. These were soundly defeated, as the ABA poured in an estimated \$4 million combined — much to the chagrin of proponents of the taxes who groused about being outspent overwhelmingly. In March 2014, a proposed penny-per-ounce soda tax in Illinois failed to survive a legislative committee.
- In 2014, two more California cities put soda tax initiatives on the November ballot. San Francisco's proposal called for a two cents-per-ounce on non-alcoholic sweetened drinks with more than 25 calories per 12 ounces with the exception of milk drinks and fruit juices that do not contain added sugars. It required two-thirds approval from voters. The Berkeley City Council approved a proposal to put a penny-per-ounce tax on soda and other sugared beverages, which would require only a majority vote.

Exhibit 3

**U.S. CARBONATED SOFT DRINK MARKET
COMPOUND ANNUAL GROWTH (r)
1970 – 2021(P)**

Period	Compound Annual Growth
1960 – 1970	■ %
1970 – 1975	■ %
1975 – 1980	■ %
1980 – 1985	■ %
1985 – 1990	■ %
1990 – 1995	■ %
1991 – 1996	■ %
1992 – 1997	■ %
1993 – 1998	■ %
1994 – 1999	■ %
1995 – 2000	■ %
1996 – 2001	■ %
1997 – 2002	■ %
1998 – 2003	■ %
1999 – 2004	■ %
2000 – 2005	■ %
2001 – 2006	■ %
2002 – 2007	■ %
2003 – 2008	■ %
2004 – 2009	■ %
2005 – 2010	■ %
2006 – 2011	■ %
2007 – 2012	■ %
2008 – 2013	■ %
2009 – 2014	■ %
2010 – 2015	■ %
2011 – 2016	■ %
2016 – 2021(P)	■ %

(r) Revised; (P) Projected

Source: Beverage Marketing Corporation