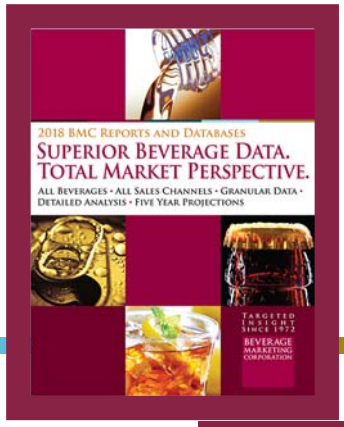
U.S. Carbonated Soft Drinks Topline

2018 Edition (Published November 2018. Data through 2017. Market projections through 2022.) Excel Format.



U.S. Carbonated Soft Drinks Topline from Beverage Marketing Corporation provides key category 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.

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THE ANSWERS YOU NEED

Questions answered in *U.S. Carbonated Soft Drink Topline* include:

- How much carbonated soft drinks (CSDs) are consumed on a per capita basis in the United States? How has this changed in recent years?
- How is CSD volume apportioned by region and how has this changed from past years?
- Which flavors are gaining popularity? Which are expected lose market share by 2022?
- Which are the leading CSD companies? What market share do they command and how has that changed?
- What are the top 20 brands by advertising expenditures?
- What is the expected performance of fountain versus packaged CSDs to 2022?

THIS REPORT FEATURES

U.S. Carbonated Soft Drink Topline contains key information 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

November 2018

BEVERAGE MARKETING CORPORATION

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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Exhibit 8

REGIONAL SOFT DRINK MARKETS
COMPOUND ANNUAL GROWTH
1997 – 2022(P)

	Compound Annual Growth Rate					
Region	**1992 - 1997**	**1997 - 2002**	**2002 - 2007**	**2007 - 2012**	**2012 - 2017**	**2017 - 2022(P)**
South	%	%	%	%	%	%
East Central	%	%	%	%	%	%
Northeast	%	%	%	%	%	%
Southwest	%	%	%	%	%	%
West Central	%	%	%	%	%	%
Pacific	%	%	%	%	%	%
West	%	%	%	%	%	%
TOTAL U.S.	**%**	**%**	**%**	**%**	**%**	**%**

(P) Projected
Source: Beverage Marketing Corporation

Exhibit 11

U.S. SOFT DRINK MARKET
SHARE BY FLAVOR
2012 – 2022(P)

Flavors	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2022(P)**
Cola*	%	%	%	%	%	%	%
Heavy Citrus	%	%	%	%	%	%	%
Pepper	%	%	%	%	%	%	%
Lemon-Lime	%	%	%	%	%	%	%
Orange/Flavor Lines	%	%	%	%	%	%	%
Root Beer	%	%	%	%	%	%	%
Other	%	%	%	%	%	%	%
TOTAL	**%**	**%**	**%**	**%**	**%**	**%**	**%**

(P) Projected
Note: Includes packaged and fountain, regular and diet soft drinks.
** Includes caffeine free, cherry, lemon and vanilla cola.*
Source: Beverage Marketing Corporation

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