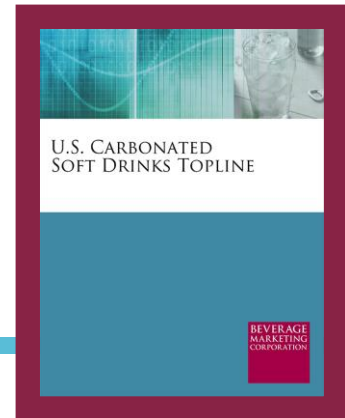


# U.S. CARBONATED SOFT DRINKS TOPLINE

2019 EDITION (Published September 2019. Data through 2018. Market projections through 2023.) More than 20 pages, with text analysis and charts.



**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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## 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. **6**

### SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **7**



**HAVE  
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 1962  
[charvey@beveragemarketing.com](mailto:charvey@beveragemarketing.com)



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

## 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 2023?
- 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 2023?

## 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

**BEVERAGE  
MARKETING  
CORPORATION**

# U.S. Carbonated Soft Drinks Topline

## September 2019

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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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# Contents

## Table of Contents

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**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

The Regional Soft Drink Markets ----- 5

- Overview ----- 5
- Regional Per Capita Consumption ----- 7

**Exhibits**

1 U.S. Carbonated Soft Drink Market Volume and Change 1960 – 2023 ----- 10

2 U.S. Carbonated Soft Drink Market Per Capita Consumption 1970 – 2023 ----- 11

3 U.S. Carbonated Soft Drink Market Compound Annual Growth 1970 – 2023 ----- 12

4 U.S. Carbonated Soft Drink Market Quarterly Volume Shares in Measured Channels  
2003 – 2018 ----- 13

5 U.S. Q1, Q2 and First Half 2019 Estimated Volume, Share and Growth by Diet  
vs. Regular CSDs ----- 14

6 Regional Soft Drink Markets Volume 2013 – 2023----- 15

7 Regional Soft Drink Markets Share of Volume 2013 – 2023 ----- 16

8 Regional Soft Drink Markets Change in Volume 2014 – 2023----- 17

9 Regional Soft Drink Markets Compound Annual Growth 2003 – 2023----- 18

10 Regional Soft Drink Markets Per Capita Consumption 2013 – 2023 ----- 19

11 U.S. Soft Drink Market Packaged and Fountain Share 1975 – 2023----- 20

12 U.S. Soft Drink Market Share by Flavor 2013 – 2023 ----- 21

13 The Leading Soft Drink Companies Share 2013 – 2018 ----- 22

14 U.S. Soft Drink Market National Brands vs. Private Label Gallonage and Share  
1993 – 2023 ----- 23

15 The Top Soft Drink Brands by Advertising Expenditures 2013 – 2018 ----- 24

**Appendix**

A. U.S. Population by Region 1980 – 2018----- 25

A number of variables affect the per capita consumption of CSDs, including weather, historical consumption trends, strength of local bottlers and success of product alternatives.

- Relatively hot weather and fewer alternative beverages characterize the South and the Southwest. The West Central and the East Central regions also have fewer alternative beverages than the coastal regions.
- Since the Northeast and the Pacific have many more alternative beverage choices than other regions, both have a CSD per capita consumption rate beneath the national average.
- Nonetheless, the per capita consumption rate of CSDs in the Northeast stood more than 15 gallons higher than that in the Pacific region in 2018. This is probably because healthy lifestyles are given especial importance in the latter region.
- The Pacific has had a long history of heavy bottled water consumption. In 2002, a sort of watershed event occurred — people in the Pacific drank more bottled water than CSDs for the first time. This has since occurred in two other regions: the Northeast and the Southwest.
- When compared to the East Central, the Northeast continues to confound expectations. Despite having about 11 million more people, the Northeast lags behind the East Central in terms of overall CSD consumption.
- The West region also trails the national average. Per capita consumption in the region decreased from 29.4 gallons in 2017 to 29.0 gallons in 2018.
- All regions are expected to have dwindling per capita consumption in the next five years. Regional rankings are expected to stay the same from 2018 to 2023.

---

Exhibit 3

**U.S. CARBONATED SOFT DRINK MARKET  
COMPOUND ANNUAL GROWTH  
1970 – 2023(P)**

<b>Period</b>	<b>Compound Annual Growth</b>
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	■ %
2012 – 2017	■ %
2013 – 2018	■ %
2018 – 2023(P)	■ %

*(P) Projected*

*Source: Beverage Marketing Corporation*