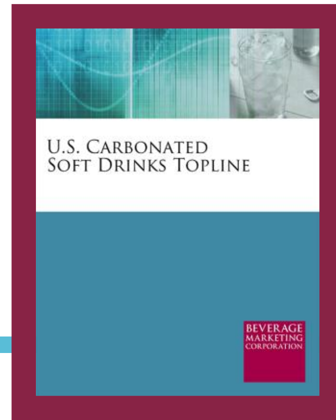
U.S. Carbonated Soft Drinks Topline

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:

HAVE QUESTIONS?

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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 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

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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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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)

Period	Compound Annual Growth
1960 – 1970	[illegible]%
1970 – 1975	[illegible]%
1975 – 1980	[illegible]%
1980 – 1985	[illegible]%
1985 – 1990	[illegible]%
1990 – 1995	[illegible]%
1991 – 1996	[illegible]%
1992 – 1997	[illegible]%
1993 – 1998	[illegible]%
1994 – 1999	[illegible]%
1995 – 2000	[illegible]%
1996 – 2001	[illegible]%
1997 – 2002	[illegible]%
1998 – 2003	[illegible]%
1999 – 2004	[illegible]%
2000 – 2005	[illegible]%
2001 – 2006	[illegible]%
2002 – 2007	[illegible]%
2003 – 2008	[illegible]%
2004 – 2009	[illegible]%
2005 – 2010	[illegible]%
2006 – 2011	[illegible]%
2007 – 2012	[illegible]%
2008 – 2013	[illegible]%
2009 – 2014	[illegible]%
2010 – 2015	[illegible]%
2011 – 2016	[illegible]%
2012 – 2017	[illegible]%
2013 – 2018	[illegible]%
2018 – 2023(P)	[illegible]%

(P) Projected

Source: Beverage Marketing Corporation