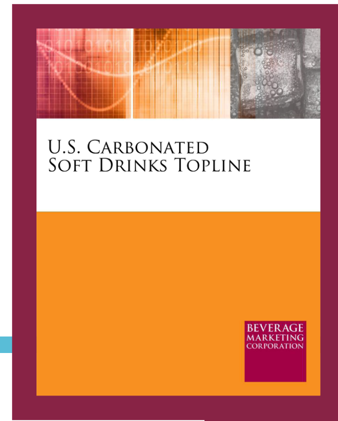
U.S. Carbonated Soft Drinks Topline

2020 Edition (Published October 2020. Data through 2019. Market projections through 2024.) 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. Includes a brief overview of key trends including discussion of the upheaval caused by the coronavirus pandemic.

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HAVE QUESTIONS?

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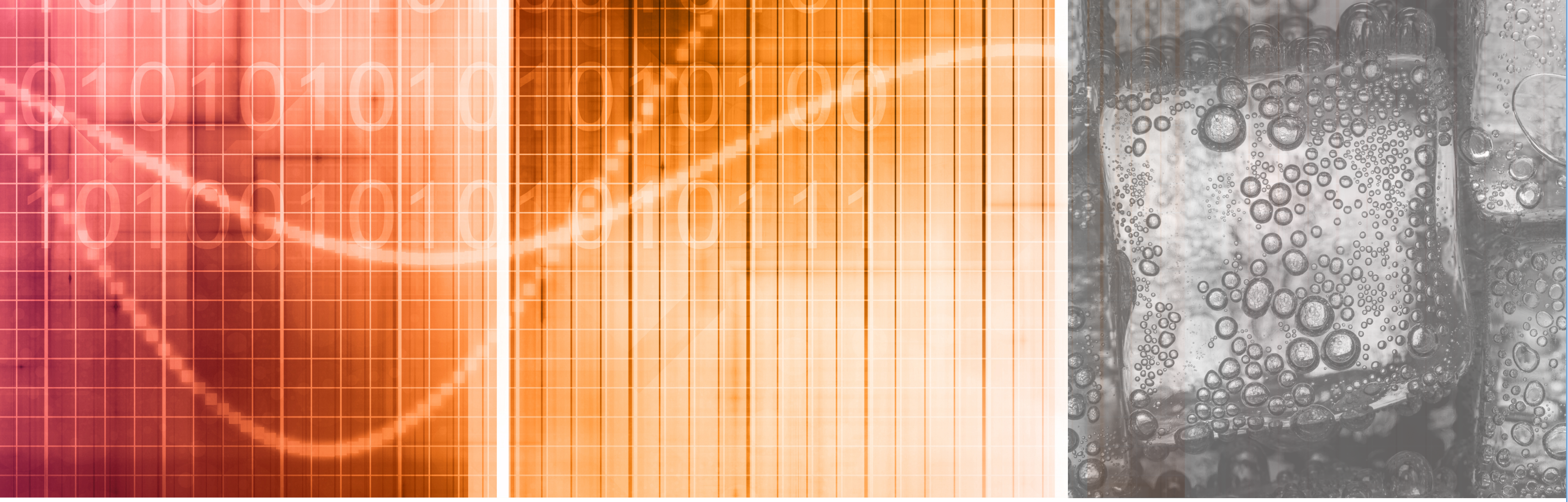
The answers you need

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 2024?
- 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 2024?

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

October 2020

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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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 2019. 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 29.1 gallons in 2018 to 28.6 gallons in 2019.
- All regions are expected to have dwindling per capita consumption in the next five years. The Northeast is expected to surpass the Southwest in terms of per caps between 2019 and 2024.

Exhibit 3

U.S. CARBONATED SOFT DRINK MARKET
COMPOUND ANNUAL GROWTH
1970 – 2024(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]%
2014 – 2029	[illegible]%
2019 – 2024(P)	[illegible]%

(P) Projected

Source: Beverage Marketing Corporation