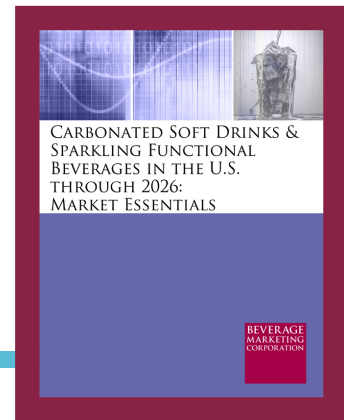


CARBONATED SOFT DRINKS & SPARKLING FUNCTIONAL BEVERAGES IN THE U.S. THROUGH 2026: MARKET ESSENTIALS

2022 EDITION (Published October 2022. Data through 2021.

Market projections through 2026.) More than 120 Excel tables plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.



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Beverage Marketing Corporation's comprehensive market research report on the number-two beverage category goes way beyond the headlines to examine trends and top companies' strategies in a segment that has been under extreme competitive pressure from all sides. This report provides the reliable historical, current and projected data required to take advantage of opportunities for growth for those within, or those competing against, CSDs. This market study provides up-to-date statistics on leading brands, packaging, quarterly growth and channels of distribution. It also offers data on regional markets, pricing, demographics, advertising, five-year growth projections, the impact of the pandemic and more. **New for 2022:** Discussion of sparkling functional beverages that have emerged in an attempt to revitalize the segment & add an innovative twist to the carbonated soft drink market.

The report presents the data in Excel spreadsheets, which it supplements with a concise executive summary highlighting key developments including the impact of the coronavirus pandemic as well as a detailed discussion of the leading carbonated soft drink (CSD) companies.

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**HAVE
QUESTIONS?**

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THE ANSWERS YOU NEED

Carbonated Soft Drinks and Sparkling Functional Beverages in the U.S. through 2026: Market Essentials is the culmination of an extensive body of industry research conducted each year by Beverage Marketing Corporation. This report provides in-depth market data, shedding light on various aspects of the CSD market, enabling users to gain insight into this huge and multi-faceted industry and its challenges. Questions answered in this report include:

- What are the growth prospects for regular and diet CSDs in the United States?
- How many gallons of CSDs did U.S. residents consume in 2021, and how did that differ from previous years? Which U.S. regions were strongest in fountain? Which geographic region held the strongest soft drink share in the packaged market?
- Which CSD brands, flavors and segments grew in 2021 and which did not?
- Which flavors and segments of the market will gain share by 2026?
- How did developments in the premium soda market compare with those of traditional national brands and private label brands?
- Which are the leading distribution points for CSDs and how have inter-channel market share figures changed in the past five years? What will the next five years likely bring in terms of distribution?
- What are the prospects for a turnaround in CSDs by 2026?

THIS REPORT FEATURES

As CSD marketers shift their strategies and innovate to meet challenges brought on by changing consumer trends, carbonated beverages will continue to be a segment to watch.

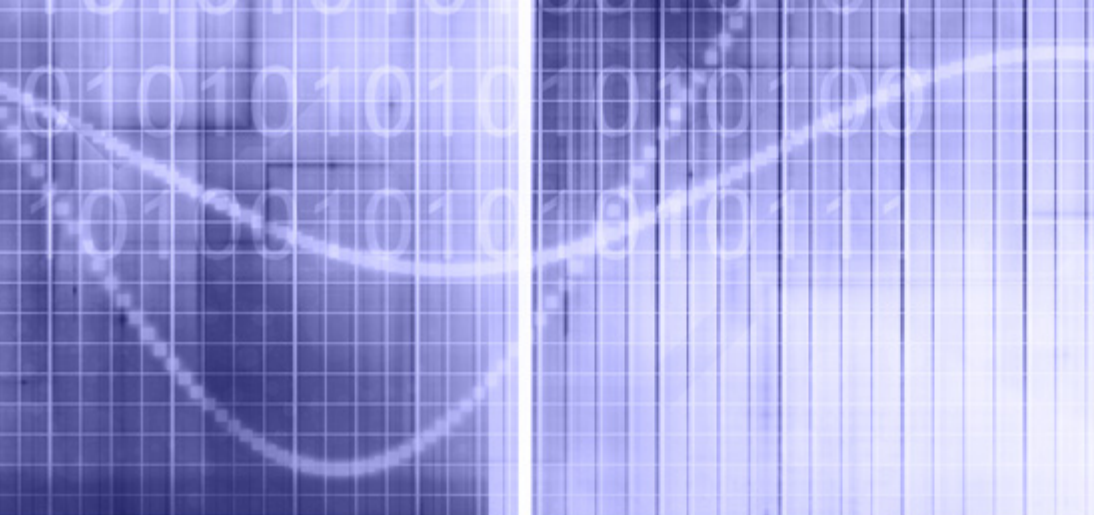
The bottom line: this is the most complete report on the carbonated soft drink market in the United States available anywhere. It offers relevant take-aways not only to those in the CSD space, but to anyone with an interest in non-alcohol drinks or the overall industry as it provides necessary insight into the strengths, weaknesses, status and expectations for this key beverage category. CSDs continue to represent a significant part of the puzzle, holding a huge share of stomach in the market. Whether you are a CSD executive striving to improve performance and preserve or improve market share or an emerging category entrepreneur hoping to further erode the category's share of stomach, this report provides invaluable information.

The report provides essential information on category volume, retail dollar and wholesale dollar sales, and per capita consumption figures. BMC's research provides an in-depth look at the leading companies and brands in the category. Multiple facets of the CSD market, including regional data, volume by package type and fountain volume as well as volume by distribution channel and flavor type, are covered in this industry report.

Advertising expenditures are broken down by 18 media types and demographic data are included, along with statistics regarding the premium CSD and private label segments. Backed by Beverage Marketing's reliable, all-sales-channel-inclusive data, users of this data-driven market research report get a thorough understanding of all aspects of the CSD market including:

- A look at the all-sales-channel-inclusive historical and current statistics of the CSD market.
- Data comparing packaged versus fountain volume from both a national and regional standpoint.

- Volume, share and growth of overall and packaged diet versus regular CSD marketplace.
- Detailed sales statistics for the leading companies and brands. Coverage includes Coca-Cola Company, PepsiCo, Keurig Dr Pepper, Refresco and National Beverage Corporation. Data include volume and growth and market share statistics for key companies and their brands.
- Flavor data, including drill-downs into diet and regular as well as packaged and fountain volume by flavor.
- CSD volume by packaging type and distribution channel.
- Advertising expenditures of the leading CSD companies and brands and a look at category spending by media type (including Internet and Hispanic-targeted advertising).
- An understanding of the share of volume sold through key on-and-off channel outlets.
- Demographic profiles comparing consumers of key CSD brands and contrasting regular versus diet CSD users.
- A look at premium-priced sub-segments and break-out of leading brands.
- Data on branded vs. private label CSD segments.
- Five-year projections for the carbonated soft drink market and its sub-segments. Includes compound annual growth rates (CAGRs) through 2026 for packaged vs. fountain CSDs, regular vs. diet, flavors including break-out by packaged/fountain and diet/regular, regional fountain and packaged volume, distribution channels, CSD volume by container type, as well as national brand vs. private label CSD volume.



CARBONATED SOFT DRINKS & SPARKLING FUNCTIONAL BEVERAGES IN THE U.S. THROUGH 2026: MARKET ESSENTIALS

**BEVERAGE
MARKETING
CORPORATION**

Carbonated Soft Drinks & Sparkling Functional Beverages in the U.S. through 2026: Market Essentials

October 2022



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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The company continued to introduce new innovations to flagship Pepsi-Cola.

- In 2019, Pepsi Lime — a CSD that had a short run in the mid- to late-2000s — was brought back under a different guise. PepsiCo introduced three flavors of Pepsi with about 1% real fruit juice each. These included Pepsi Lime, Pepsi Mango and Pepsi Berry.
- These were sold for a limited-time only in 12-packs of 12-ounce cans at chain stores and then made available in eight-packs of 12-ounce slim cans for Target and Wal-Mart stores. Only the latter two remain on the market. It was recently joined by Pepsi Pineapple.
- Other flavors existing under the Pepsi trademark are Wild Cherry and Vanilla. In 2021, Wild Cherry tied itself to a game show on FOX-TV called “Cherries Wild.”
- In fall 2021, Pepsi released two limited-time flavors under the nostalgic theme of Pepsi-Cola Soda Shop, in Cream Soda Cola and Black Cherry Cola. Accompanying the launch was an ad starring the pop star androgyne Doja Cat.
- In spring 2022, PepsiCo partnered with pancake chain IHOP for a limited release of Pepsi Maple Syrup Cola.
- Also in spring 2022, PepsiCo bowed Nitro Pepsi in Draft Cola and Vanilla Draft Cola flavors; 13.65-ounce cans, and four packs, contain a widget technology that is found in some beer and coffee products. Promising a different sensory experience via smaller bubbles, it is a product a few years in the making. It hired TikTok star Khaby Lame to help promote the product on his social media channel.
- In fall 2022, PepsiCo has introduced the so-called Pepsi s’mores collection, featuring flavors such as Toasty Marshmallow, Graham Cracker and Chocolate. It is being made available to only 2,000 people who engage on Instagram or Twitter.

**REGIONAL SOFT DRINK
PACKAGED GROWTH
1986 – 2026(P)**

Year	Northeast	South	E Central	W Central	Southwest	West	Pacific	TOTAL
1985/86	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1986/87	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1987/88	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1988/89	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1989/90	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1990/91	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1991/92	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1992/93	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1993/94	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1994/95	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1995/96	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1996/97	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1997/98	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1998/99	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
1999/00	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2000/01	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2001/02	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2002/03	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2003/04	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2004/05	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2005/06	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2006/07	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2007/08	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2008/09	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2009/10	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2010/11	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2011/12	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2012/13	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2013/14	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2014/15	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2015/16	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2016/17	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2017/18	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2018/19	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2019/20	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2020/21	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %
2021/26(P)(a)	■ %	■ %	■ %	■ %	■ %	■ %	■ %	■ %

(P) Projected

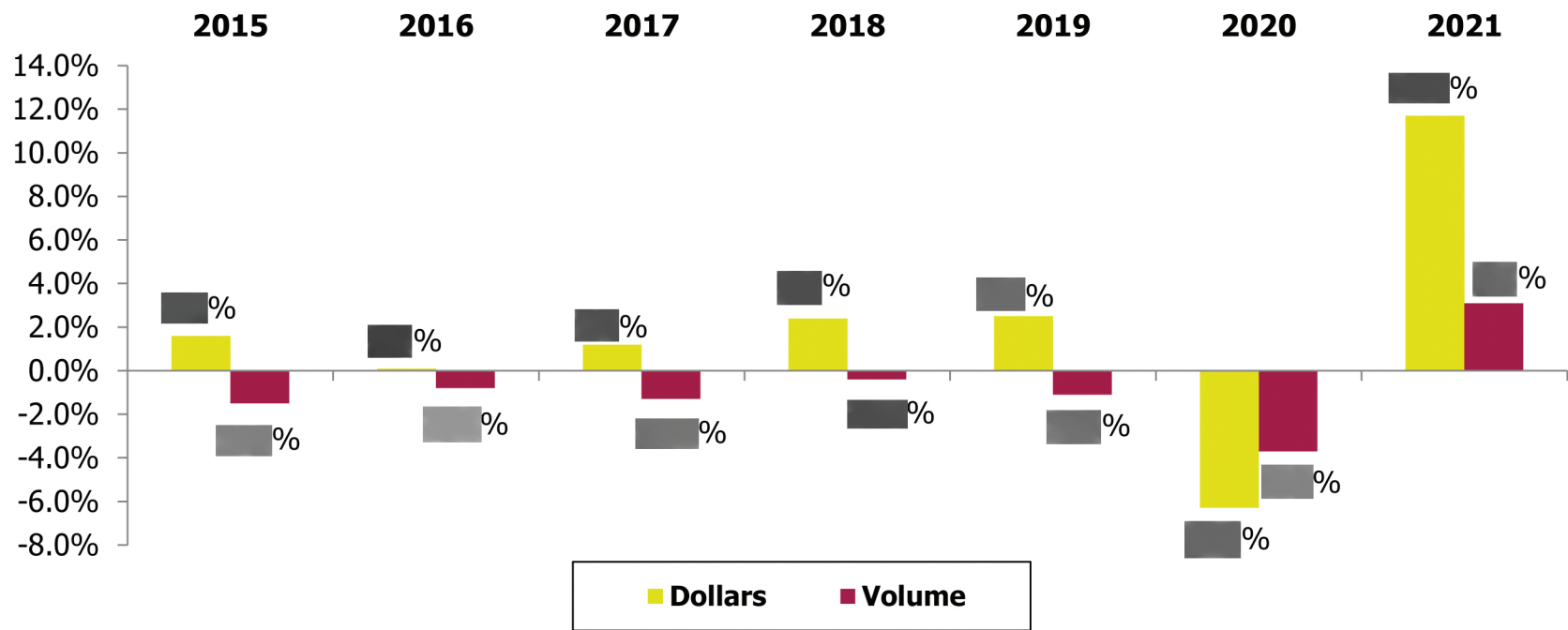
(a) Five-year compound annual growth.

Source: Beverage Marketing Corporation

CSD Market Trends

- Regular CSDs declined at a compounded annual rate of █% between 2016 and 2021. Diet CSD volume grew at a compound annual growth rate (CAGR) of █% during the same period.
- While fountain had been performing better than packaged CSDs, this all changed in 2020 due to the pandemic. As a result, packaged had a near normative █% volumetric CAGR between 2016 and 2021, while fountain fell by a █% compound annual clip.
- Cola has suffered most of the declines in the overall CSD market in the past five years, with non-colas (i.e., flavored CSDs) collectively turning out a slighter decrease.

CSD Wholesale Dollar and Volume Growth
2015 – 2021



Source: Beverage Marketing Corporation