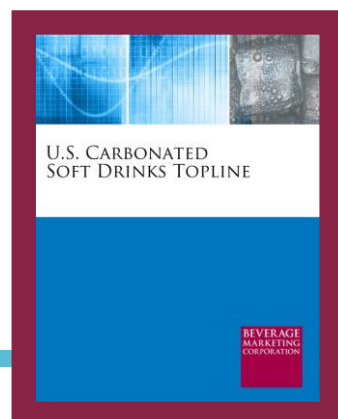


# U.S. CARBONATED SOFT DRINKS TOPLINE

**2024 EDITION** (Published October 2024. Data through 2023. Market projections through 2028.) More than 25 pages, with text analysis and charts.



**U.S. Carbonated Soft Drinks Topline** from Beverage Marketing Corporation provides a quick view of 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 birds eye view of the carbonated soft drink sector as a primary area of interest or as part of an affordable competitive set study. Includes a brief overview of key trends including discussion of the upheaval caused by the covid-19 pandemic.

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**HAVE  
QUESTIONS?**

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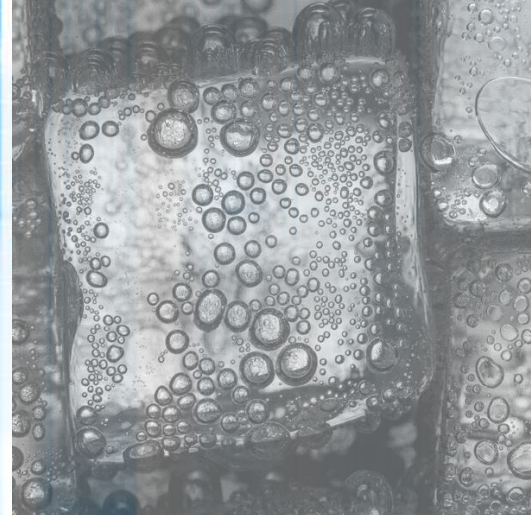
## THE ANSWERS YOU NEED

Questions answered in *U.S. Carbonated Soft Drinks 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 2028?
- 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 2028?

## THIS REPORT FEATURES

*U.S. Carbonated Soft Drink Topline* contains key information concerning the U.S. CSD market; it features category volume and per capita consumption data; leading companies' market share and five-year projections.



# U.S. CARBONATED SOFT DRINKS TOPLINE

BEVERAGE  
MARKETING  
CORPORATION

# U.S. Carbonated Soft Drinks Topline

October 2024

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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 nearly 17 gallons higher than that in the Pacific region in 2023. 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 10 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 did grow from 24.4 gallons in 2022 to 28.3 gallons in 2023.
- All regions are expected to have dwindling per capita consumption in the next five years.

---

Exhibit 3

**U.S. CARBONATED SOFT DRINK MARKET**  
**COMPOUND ANNUAL GROWTH**  
**1970 – 2028(P)**

Period	Compound Annual Growth
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	 %
2014 – 2019	 %
2015 – 2020	 %
2016 – 2021	 %
2017 – 2022	 %
2017 – 2023	 %
2023 – 2028(P)	 %

*(P) Projected*

*Source: Beverage Marketing Corporation*