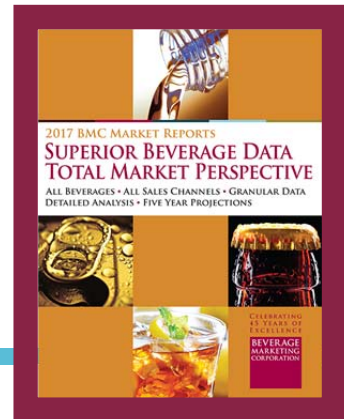


NORTH AMERICAN BEVERAGE MARKET TOPLINE

2017 EDITION (Published December 2017. Data through 2016. Market projections through 2021.) More than 60 pages, with text analysis, graphs and charts.



North American Beverage Market Topline from Beverage Marketing Corporation provides a brief overview of the total North American beverage market with key 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 region.

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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

North American Beverage Market offers a concise summary of the overall regional market. Questions answered include:

- How much bottled water is consumed per capita in the United States, Canada and Mexico, how has this changed in recent years?
- How did the carbonated soft drink market perform in the region in 2016, and how is it likely to develop in the future?
- In which North American country do residents drink the most coffee, tea and milk per capita?
- What's the number-one beverage category by volume in Mexico?
- What are the growth prospects for coffee in the region and in the individual markets?
- How have energy drinks and sports beverages fared on a regional basis?

THIS REPORT FEATURES

This report contains key information on each major beverage category and on the beverage markets of the countries comprising the region; it features volume for 11 beverage types as well as per capita consumption data and five-year forecast data. Beverage categories covered include bottled water, carbonated soft drinks, coffee, distilled spirits, energy drinks, fruit beverages, milk, sports beverages, tea and wine. Data includes volume, growth, share and per capita consumption for Mexico, Canada, U.S. and islands in the region. Specific Caribbean island data provided in select beverage categories.

North American Beverage Market Topline

December 2017



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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North America, a large and diverse market, contained more than [REDACTED] consumers as of 2016.

- While the majority of those consumers – more than [REDACTED] – resided in the United States, the region also had a populous member in Mexico, which had nearly [REDACTED] consumers in 2016.
- Canada was the third largest North American market with more than [REDACTED] residents. Another approximately [REDACTED] consumers were spread across various island nations in the Caribbean, including Haiti, the Dominican Republic, Cuba, Jamaica and the U.S. territory Puerto Rico.
- As by far the biggest market in the region, the United States predictably ranks as the top market in overall volume across all the beverage categories. It is not number-one in per capita consumption in all categories, however, and the region displays significant variety among countries in the performances of the 11 major beverage categories measured in this report – beer, bottled water, carbonated soft drinks (CSDs), coffee, distilled spirits, energy drinks, fruit beverages, milk, sports beverages, tea and wine.
- Together, those 11 categories saw volume approach [REDACTED] hectoliters, or almost [REDACTED] gallons in 2016.
- The United States accounted for more than [REDACTED] of regional beverage volume with nearly [REDACTED] hectoliters ([REDACTED] gallons). Thus the largest individual North American market had a higher share of beverage volume ([REDACTED]%) than its share of the region's population ([REDACTED]%).
- Mexico's share of beverage volume in 2016 ([REDACTED]%) was not much different than its share of population ([REDACTED]%).
- Canada accounted for [REDACTED]% of the market's beverage volume. The small island countries accounted for the remaining [REDACTED]% in 2016.
- As recently as 2013, CSDs stood as the largest category by volume, but bottled water surpassed them the following year. By 2016, bottled water volume was more than [REDACTED] hectoliters, or [REDACTED] gallons, larger than CSD volume.

**NORTH AMERICAN BEVERAGE MARKET
SHARE OF VOLUME BY CATEGORY
2011 – 2016**

Categories	2011	2012	2013	2014	2015	2016
Bottled Water	10.1%	10.2%	10.3%	10.4%	10.5%	10.6%
Carbonated Soft Drinks	38.5%	38.6%	38.7%	38.8%	38.9%	39.0%
Beer	15.2%	15.3%	15.4%	15.5%	15.6%	15.7%
Coffee	12.8%	12.9%	13.0%	13.1%	13.2%	13.3%
Milk	8.7%	8.8%	8.9%	9.0%	9.1%	9.2%
Tea	3.5%	3.6%	3.7%	3.8%	3.9%	4.0%
Fruit Beverages	2.1%	2.2%	2.3%	2.4%	2.5%	2.6%
Sports Beverages	1.8%	1.9%	2.0%	2.1%	2.2%	2.3%
Wine	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Energy Drinks	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Distilled Spirits	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Beverage Marketing Corporation