

NORTH AMERICAN BEVERAGE TOPLINE

2023 EDITION (To be published January 2024. Data through 2022. Market projections through 2027.) More than 55 Excel tables plus an executive summary.



North American Beverage Topline from Beverage Marketing Corporation provides a data overview of the total North American beverage market with key market statistics and five-year forecasts. Also features an executive summary highlighting developments and trends including impact of covid-19 pandemic. 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.

FOR A FULL CATALOG OF REPORTS AND DATABASES, GO TO bmcreports.com

AVAILABLE FORMAT & PRICING



Direct Download
Excel sheets, Word & PDF

\$3,995

To learn more, to place an advance order or to inquire about additional user licenses **call:** Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **9**



HAVE QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com



BEVERAGE MARKETING CORPORATION
P.O. Box 2399 | 143 Canton Road, 2nd Floor
Wintersville, OH 43953
Tel: 212-688-7640 Fax: 740-314-8639

THE ANSWERS YOU NEED

North American Beverage Topline 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, and how has this changed in recent years?
- How did the carbonated soft drink market perform in the region in 2021, 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 include volume, growth, share and per capita consumption for Mexico, Canada, U.S. and islands in the region. Caribbean island data provided in select beverage categories.



NORTH AMERICAN BEVERAGE TOPLINE

**BEVERAGE
MARKETING
CORPORATION**

NOTE: The 2023 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2023 edition you receive will have updated data through 2022 and projections through 2027 where applicable.

North American Beverage Topline

February 2023

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.

Copyright © 2023 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

TABLE OF CONTENTS

TABLE OF CONTENTS	i
-------------------------	---

Summary

North American Beverage Topline

The Regional Beverage Market.....	1
• Overview	1
• Special Note on Coronavirus	5

Exhibit

THE NORTH AMERICAN BEVERAGE MARKET BY COUNTRY

1	North American Beverage Market Volume by Country 2016 – 2021
2	North American Beverage Market Share of Volume by Country 2016 – 2021
3	North American Beverage Market Change in Volume by Country 2017 – 2021
4	North American Beverage Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN BEVERAGE MARKET BY CATEGORY

5	North American Beverage Market Volume by Category 2016 – 2021
6	North American Beverage Market Share of Volume by Category 2016 – 2021
7	North American Beverage Market Change in Volume by Category 2017 – 2021
8	North American Beverage Market Per Capita Consumption by Category 2016 – 2021

THE NORTH AMERICAN BEER MARKET

9	North American Beer Market Volume by Country 2016 – 2021
10	North American Beer Market Share of Volume by Country 2016 – 2021
11	North American Beer Market Change in Volume by Country 2017 – 2021
12	North American Beer Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN BOTTLED WATER MARKET

13	North American Bottled Water Market Volume by Country 2016 – 2021
14	North American Bottled Water Market Share of Volume by Country 2016 – 2021
15	North American Bottled Water Market Change in Volume by Country 2017 – 2021
16	North American Bottled Water Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN CARBONATED SOFT DRINK MARKET

17	North American Carbonated Soft Drink Market Volume by Country 2016 – 2021
18	North American Carbonated Soft Drink Market Share of Volume by Country 2016 – 2021

TABLE OF CONTENTS

Exhibit

THE NORTH AMERICAN CARBONATED SOFT DRINK MARKET (cont'd)

- 19 North American Carbonated Soft Drink Market Change in Volume by Country
2017 – 2021
- 20 North American Carbonated Soft Drink Market Per Capita Consumption by Country
2016 – 2021

THE NORTH AMERICAN COFFEE MARKET

- 21 North American Coffee Market Volume by Country 2016 – 2021
- 22 North American Coffee Market Share of Volume by Country 2016 – 2021
- 23 North American Coffee Market Change in Volume by Country 2017 – 2021
- 24 North American Coffee Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN DISTILLED SPIRITS MARKET

- 25 North American Distilled Spirits Market Volume by Country 2016 – 2021
- 26 North American Distilled Spirits Market Share of Volume by Country 2016 – 2021
- 27 North American Distilled Spirits Market Change in Volume by Country 2017 – 2021
- 28 North American Distilled Spirits Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN ENERGY DRINK MARKET

- 29 North American Energy Drink Market Volume by Country 2016 – 2021
- 30 North American Energy Drink Market Share of Volume by Country 2016 – 2021
- 31 North American Energy Drink Market Change in Volume by Country 2017 – 2021
- 32 North American Energy Drink Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN FRUIT BEVERAGE MARKET

- 33 North American Fruit Beverage Market Volume by Country 2016 – 2021
- 34 North American Fruit Beverage Market Share of Volume by Country 2016 – 2021
- 35 North American Fruit Beverage Market Change in Volume by Country 2017 – 2021
- 36 North American Fruit Beverage Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN MILK MARKET

- 37 North American Milk Market Volume by Country 2016 – 2021
- 38 North American Milk Market Share of Volume by Country 2016 – 2021
- 39 North American Milk Market Change in Volume by Country 2017 – 2021
- 40 North American Milk Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN SPORTS BEVERAGE MARKET

- 41 North American Sports Beverage Market Volume by Country 2016 – 2021
- 42 North American Sports Beverage Market Share of Volume by Country 2016 – 2021
- 43 North American Sports Beverage Market Change in Volume by Country 2017 – 2021
- 44 North American Sports Beverage Market Per Capita Consumption by Country
2016 – 2021

TABLE OF CONTENTS

Exhibit

THE NORTH AMERICAN TEA MARKET

- 45 North American Tea Market Volume by Country 2016 – 2021
- 46 North American Tea Market Share of Volume by Country 2016 – 2021
- 47 North American Tea Market Change in Volume by Country 2017 – 2021
- 48 North American Tea Market Per Capita Consumption by Country 2016 – 2021

THE NORTH AMERICAN WINE MARKET

- 49 North American Wine Market Volume by Country 2016 – 2021
- 50 North American Wine Market Share of Volume by Country 2016 – 2021
- 51 North American Wine Market Change in Volume by Country 2017 – 2021
- 52 North American Wine Market Per Capita Consumption by Country 2016 – 2021

THE PROJECTED NORTH AMERICAN BEVERAGE MARKET

- 53 Projected North American Beverage Market Volume by Country 2016 – 2026
- 54 Projected North American Beverage Market Share of Volume by Country 2016 – 2026
- 55 Projected North American Beverage Market Compound Annual Growth in Volume by Country 2021 – 2026
- 56 Projected North American Beverage Market Per Capita Consumption by Country 2016 – 2026
- 57 Projected North American Beverage Market Volume by Category 2016 – 2026
- 58 Projected North American Beverage Market Share of Volume by Category 2016 – 2026
- 59 Projected North American Beverage Market Compound Annual Growth in Volume by Category 2021 – 2026
- 60 Projected North American Beverage Market Per Capita Consumption by Category 2016 – 2026

North America, a large and diverse market, contained 540.2 million consumers as of 2021.

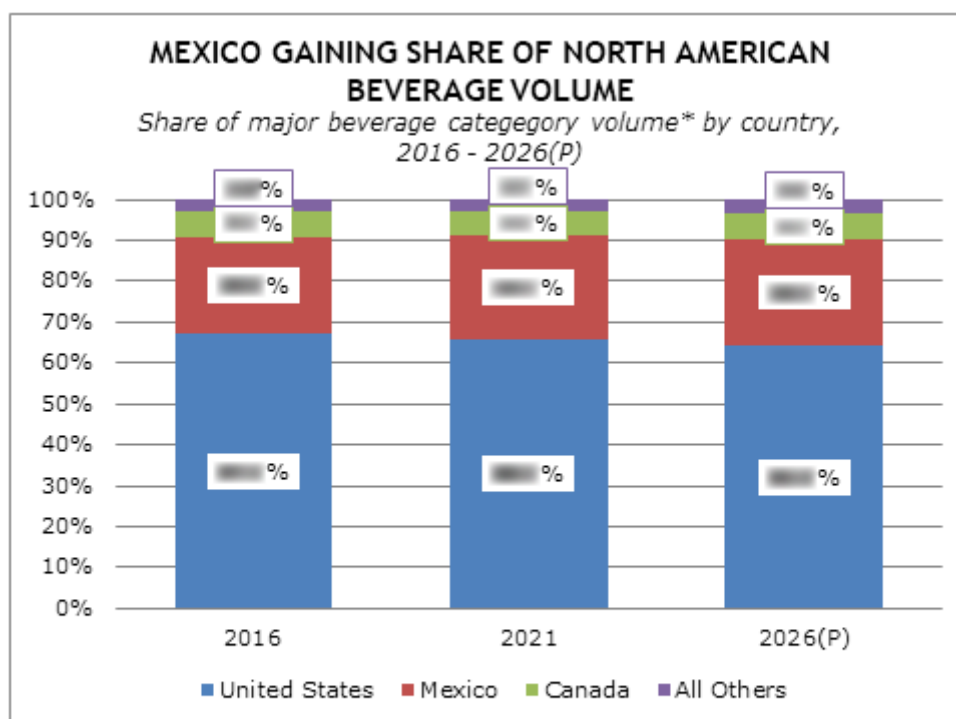
- While the majority of those consumers – more than 330 million – resided in the United States, the region also had a populous member in Mexico, which had 130 million consumers in 2021.
- Canada was the third largest North American market with 38.3 million residents. Another approximately 41.3 million consumers were spread across various island nations in the Caribbean, including Haiti, the Dominican Republic, Cuba, Jamaica and the U.S. territory of 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 in the region approach 3.3 billion hectoliters, or almost 87 billion gallons in 2021.
- The United States accounted for almost two-thirds of regional beverage volume with nearly 2.2 billion hectoliters (57.1 billion gallons). Thus the largest individual North American market had a higher share of beverage volume (66.0%) than its share of the region's population (61.1%).
- Mexico's share of regional beverage volume in 2021 (25.0%) was not much different than its share of population (24.1%).
- Canada accounted for 6.3% of the market's beverage volume.
- The small island countries accounted for the remaining 2.7% in 2021.
- As recently as 2013, CSDs stood as the largest category by volume, but bottled water surpassed them the following year. By 2021, bottled water volume was more than 306 million hectoliters, or 8.1 billion gallons, larger than regional CSD volume.

Exhibit 2

**NORTH AMERICAN BEVERAGE MARKET
SHARE OF VOLUME BY COUNTRY
2016 – 2021**

Countries	2016	2017	2018	2019	2020	2021
United States	67%	67%	67%	67%	67%	67%
Mexico	23%	23%	23%	23%	23%	23%
Canada	10%	10%	10%	10%	10%	10%
Subtotal	100%	100%	100%	100%	100%	100%
All Others	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%

Source: Beverage Marketing Corporation



* Includes beer, bottled water, carbonated soft drinks, coffee, distilled spirits, energy drinks, fruit beverages, milk, sports drinks, tea and wine.

(P) Projected

Source: Beverage Marketing Corporation