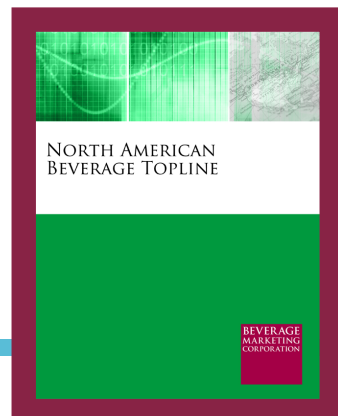


NORTH AMERICAN BEVERAGE TOPLINE

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



*N*orth 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.

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HAVE QUESTIONS?

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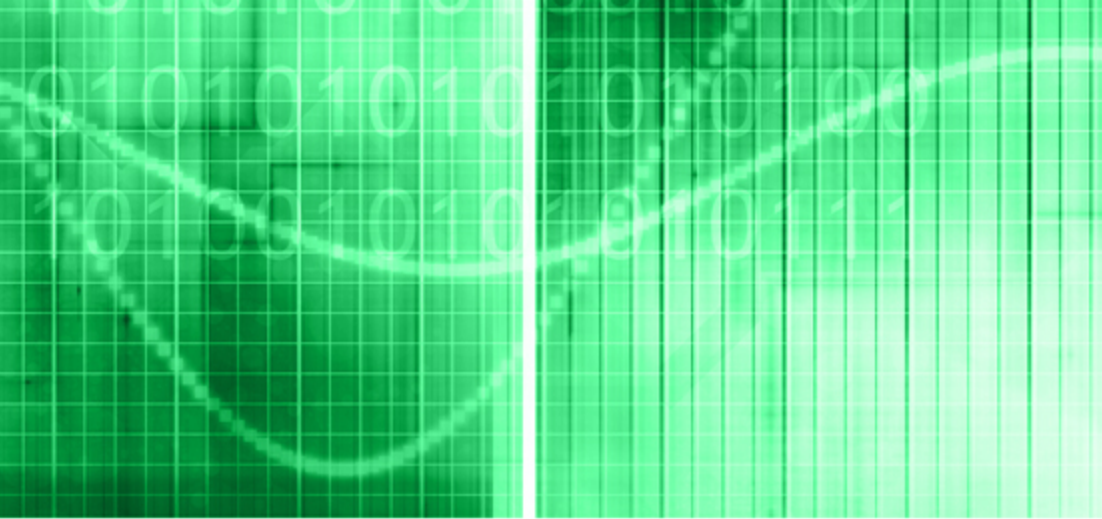
THE ANSWERS YOU NEED

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



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



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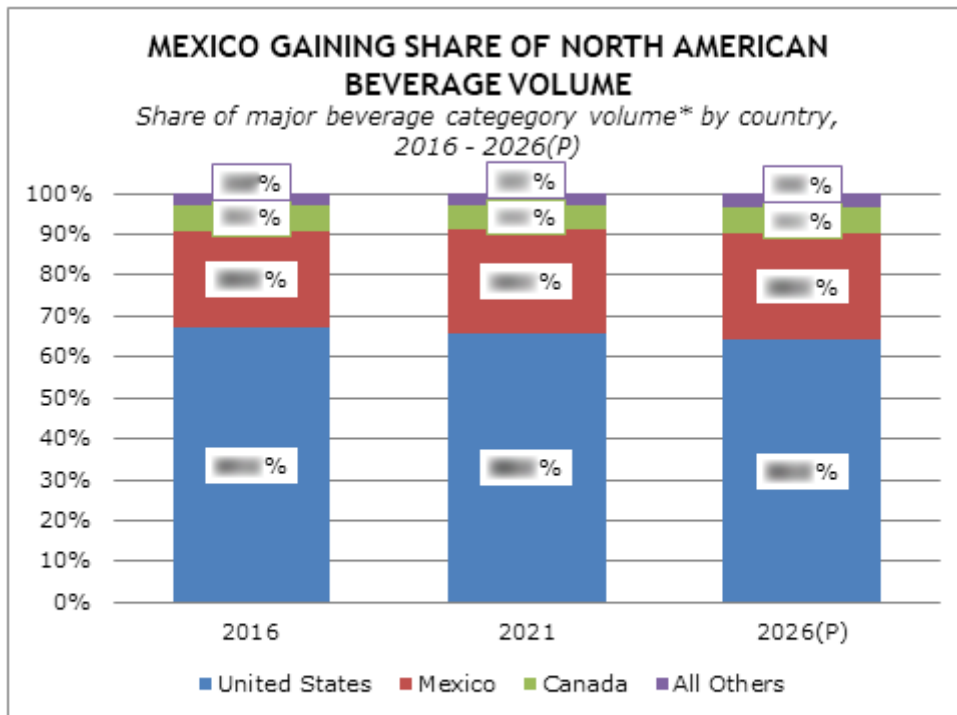
North America, a large and diverse market, contained 540.2 million consumers as of 2021.

- 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.

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

| Countries | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|
| United States | 68% | 67% | 66% | 65% | 64% | 63% |
| Mexico | 22% | 23% | 24% | 25% | 26% | 27% |
| 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