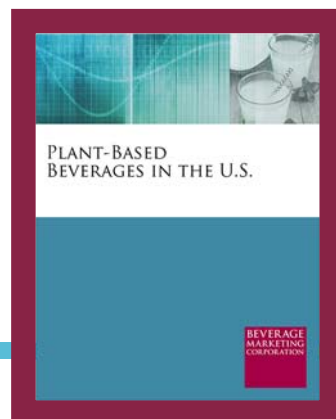


# PLANT-BASED BEVERAGES IN THE U.S.

2019 EDITION (Published March 2019. Data through 2018. Market projections through 2023.) More than 40 pages, with extensive text analysis, graphs, charts and tables



As the growth of plant-based beverages slows, are there segments of the market that have exhibited strong growth that are likely to be sustained into the future?

Beverage Marketing Corporation considers this question in its industry report entitled: *Plant-Based Beverages in the U.S.* This report considers a beverage type that has only approached people's radar in the past decade. Now that plant-based beverages have become more ensconced in consumers' minds as natural sports beverage alternatives and a source for healthy hydration, it is important to consider the issues that will continue to be important for entrepreneurs and market veterans going forward. The report looks at the coconut water segment which blazed the trail for plant based beverages, tracking its growth vs. the rest of the plant based market. It also discusses trends and key brands derived from other botanicals such as maple trees, cactus and aloe which hope to follow in coconut's footsteps.

## AVAILABLE FORMAT & PRICING



Direct Download

\$1,495

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](mailto:charvey@beveragemarketing.com)

FOR A FULL CATALOG OF REPORTS AND DATABASES, GO TO [bmcreports.com](http://bmcreports.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. 8



HAVE QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962  
[charvey@beveragemarketing.com](mailto:charvey@beveragemarketing.com)



BEVERAGE MARKETING CORPORATION  
850 Third Avenue, 13<sup>th</sup> Floor, New York, NY 10022  
Tel: 212-688-7640 Fax: 212-826-1255

## THE ANSWERS YOU NEED

This brief but insightful market report measures volume and wholesale dollar sales, covers top brands and discusses key issues in the plant-based beverage category. BMC's exclusive five-year projections are also included. Questions answered include:

- What are the principal segments of the plant-based beverage market?
- How did the plant-based beverage segments originate and evolve in the U.S. market?
- Which are the leading brands? Is the market sewn up by big companies or is there room for smaller players to capture a significant percentage of market share?
- How does plant-based beverages relate to the rest of the better-for-you beverage market?
- What are the areas in which the market is expected to grow in the next five years? What are the growth drivers going forward? Conversely, which segment is not likely to experience big growth to 2023?

## THIS REPORT FEATURES

This report examines an offshoot of the seismic trend in the beverage industry towards plant-based solutions. The presentation of industry research begins with an overview of the plant-based beverage market. It then analyzes various brands and the companies behind them, taking note of innovations they have achieved and the marketing strategies behind them.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. plant-based beverage marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the plant-based beverage market including:

- Wholesale dollar sales and volume of the plant-based beverage market going back to 2012.
- Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment.
- Analysis of the prospects of the plant-based beverage market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2023.



# PLANT-BASED BEVERAGES IN THE U.S.

**BEVERAGE  
MARKETING  
CORPORATION**

# Plant-Based Beverages in the U.S.

March 2019

---



RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

---

Copyright © 2019 Beverage Marketing Corporation of New York, 850 Third Avenue, New York, New York 10022, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

# Contents

## Table of Contents

---

TABLE OF CONTENTS

TABLE OF CONTENTS ----- i  
 INTRODUCTION ----- iii

Summary

**THE PLANT-BASED BEVERAGE MARKET**

Overview----- 1

- Volume by Segment ----- 7
- Per Capita Consumption by Segment ----- 8
- Wholesale Dollars by Segment ----- 8

Leading Companies and Brands ----- 10

- Volume by Brand ----- 10
- Wholesale Dollars by Brand ----- 11
- **Vita Coco**----- 12
- **Harmless Harvest** ----- 15
- **C2O** ----- 16
- **Obrigado Coconut Water** ----- 17
- **Pure Brazilian Coconut Water** ----- 18
- **Blue Monkey**----- 18
- **Waikoko**----- 19
- **Eliya Coconut Water** ----- 19
- **CoAqua Coconut Water** ----- 20
- **Buddha Brands**----- 21
- **Aloe Gloe**----- 22
- **DetoxWater** ----- 23
- **TreTap**----- 24
- **Treo Birch Water** ----- 25
- **True Nopal Cactus Water** ----- 26
- **Pickle Juice** ----- 27
- **Tsamma Watermelon/Sarah’s Homegrown** ----- 28

The Projected Plant-Based Beverage Market ----- 30

**Exhibits**

- 1 U.S. Plant-Based Beverage Market Estimated Volume by Segment 2012 – 2023 ----- 33
- 2 U.S. Plant-Based Beverage Market Share of Volume by Segment 2012 – 2023 ----- 34
- 3 U.S. Plant-Based Beverage Market Change in Volume by Segment 2013 – 2023 ----- 35
- 4 U.S. Plant-Based Beverage Market Estimated Per Capita Consumption by Segment  
2012 – 2023 ----- 36
- 5 U.S. Plant-Based Beverage Market Estimated Wholesale Dollar Sales by Segment  
2012 – 2023 ----- 37

TABLE OF CONTENTS

Summary

**THE PLANT-BASED BEVERAGE MARKET (cont'd)**

***Exhibits (cont'd)***

6	U.S. Plant-Based Beverage Market Share of Wholesale Dollar Sales by Segment 2012 – 2023 -----	38
7	U.S. Plant-Based Beverage Market Change in Wholesale Dollar Sales by Segment 2013 – 2023 -----	39
8	Leading Plant-Based Beverage Brands Estimated Volume 2012 – 2018 -----	40
9	Leading Plant-Based Beverage Brands Share of Volume 2012 – 2018 -----	41
10	Leading Plant-Based Beverage Brands Change in Volume 2013 – 2018 -----	42
11	Leading Plant-Based Beverage Brands Estimated Wholesale Dollar Sales 2012 – 2018 -----	43
12	Leading Plant-Based Beverage Brands Share of Wholesale Dollar Sales 2012 – 2018	44
13	Leading Plant-Based Beverage Brands Change in Wholesale Dollar Sales 2013 – 2018 -----	45

As often happens with cutting-edge new segments, coconut water began to show unmistakable signs of momentum in trend-setting cities like New York and Los Angeles but by now it is a familiar feature in the beverage sets everywhere in the country and in mass retailers like Walmart.

- The key pioneers — Vita Coco, Zico and ONE — all ramped up their resources, staff and outside alliances to capitalize on the opportunity, constrained mainly by a shortage of juice to pack. Sourced mainly in South America at the category's inception, most brands now are relying heavily on Asian coconuts, helping resolve the supply quandary with fruit that many view as having a more appealing taste for general consumers. There is a terroir aspect to where the coconuts are sourced, in highland versus lowland areas, and areas close to the ocean or further inland, that serves to some extent as a further differentiator among brands.
- One stark difference was in their relations with major beverage players. Both Zico and ONE accepted minority investments, by Coca-Cola and PepsiCo respectively, but Vita Coco remained independent, even as it moved nationally into the Dr Pepper Snapple (DPS) distribution network. As it happened, that strategy has worked out better: ONE and Zico both have lost considerable ground to Vita Coco in the intervening years. But DPS showed no particular desire to acquire it, in contrast to its \$1.7 billion acquisition of Bai, and it is not clear where DPS' successor company, Keurig Dr Pepper, stands on the issue.
- Until the advent of the general-market brands, the key player targeting that sector likely was the Amy & Brian's brand, marketed by an importer of other Asian products and packed in somewhat ungainly steel cans with homespun, even amateurish, graphics. Since then Amy & Brian's has taken steps to upgrade its packaging in an effort to vie more strongly against the three newcomers, as well as against newer canned entries such as C2O. It remains a strong player in the natural food channel.
- It should be noted that the pressure on canned entries increased when Whole Foods made a major push behind a canned line behind its private-label 365 brand, although the independent brands managed to weather the arrival. And as market leader Vita Coco has freely admitted, the commoditization — perhaps we should say re-commoditization — of the segment has been a concern, as some competitors go deep on price promotion.



**LEADING PLANT-BASED BEVERAGE BRANDS**  
**CHANGE IN VOLUME**  
**2013 – 2018**

<b>Brand</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
Vita Coco	100%	100%	100%	100%	100%	100%
Zico	100%	100%	100%	100%	100%	100%
C2O	100%	100%	100%	100%	100%	100%
alo	100%	100%	100%	100%	100%	100%
OKF	100%	100%	100%	100%	100%	100%
Harmless Harvest	100%	100%	100%	100%	100%	100%
ONE	100%	100%	100%	100%	100%	100%
Zola	100%	100%	100%	100%	100%	100%
Naked Coconut	100%	100%	100%	100%	100%	100%
Tropiking	100%	100%	100%	100%	100%	100%
Viloe	100%	100%	100%	100%	100%	100%
Coco Libre	100%	100%	100%	100%	100%	100%
Aloe Gloe	100%	100%	100%	100%	100%	100%
Taste Nirvana	100%	100%	100%	100%	100%	100%
Drink Simple	100%	100%	100%	100%	100%	100%
True Nopal	100%	100%	100%	100%	100%	100%
<b>Subtotal</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
All Other	100%	100%	100%	100%	100%	100%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Beverage Marketing Corporation