

# QUARTERLY U.S. CATEGORY VOLUME & WHOLESALE DOLLAR REPORTS

2018 EDITION (Published quarterly. Four editions per annual set  
Data through 2018.) Excel based report.

These Excel-based reports from Beverage Marketing Corporation look at major non-alcohol beverage sectors and key sub-categories, providing the all-sales-channel-inclusive quarterly results and year-end forecasts necessary to spot trends and make timely decisions. Use them as stand-alone indicators of market performance or as affordable interim updates to our in-depth category or multi-category overview reports.

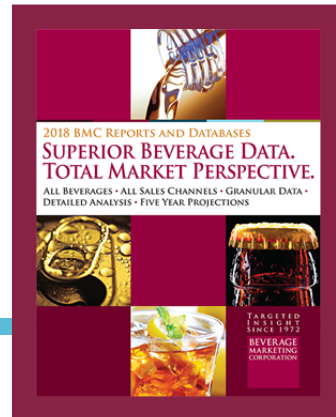
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HAVE  
QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962  
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

The *U.S. Quarterly Category Volume and Wholesale Dollar Reports* offer a total market, all-sales-channel inclusive interim market view and current year-end projections for eight non-alcohol beverage categories and twelve key sub-categories to help you identify unusual trend shifts vs. normal quarter over quarter or seasonal demand shifts. Questions answered include:

- How does the quarter that just ended compare with the same quarter last year?
- Which categories are experiencing faster dollar growth than volume growth?
- Which sub-segments are performing best in the key LRB categories?
- What does Beverage Marketing see as the key takeaways this quarter?
- Which beverage categories experience the greatest quarterly demand shifts on an all- sales-channels inclusive basis?

## THIS REPORT FEATURES

This report provides concise spreadsheets to help busy professionals and wholesale distributors compare quarterly market shifts at a glance and quickly access Beverage Marketing's year-end expectations for a broad range of segments. The annual set includes four reports for the year. Tabbed Excel sheets let you look at trends across categories in seconds and easily create your own graphs or pivot charts. Information includes:

- Quarterly volume, growth and share data for eight liquid refreshment (LRB) categories including bottled water, carbonated soft drinks, value-added water, fruit beverages, sports drinks, energy drinks, RTD coffee, RTD tea, plus the remainder of the main non-alcohol categories including milk, non-RTD-tea and non-RTD-coffee.
- Quarterly volume, growth and share for twelve key sub-segments including Retail PET water, diet sports drinks, 100% fruit juice vs. fruit drinks, and more.
- Quarterly wholesale dollar volume, growth and share for eight non-alcohol categories and twelve sub-categories.
- Prior year quarterly data for quarter over quarter comparison.
- Beverage Marketing's exclusive year-end forecasts, adjusted for actual quarterly results.

# Quarterly U.S. Category Volume and Wholesale Dollar Reports

## Fourth Quarter 2018

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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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**TOTAL LRB**

- **All Other Coffee**
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- **All Other Tea**

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

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  - Domestic Sparkling Bottled Water
  - Imported Bottled Water
- **CSD**
  - Regular in CSD
  - Diet in CSD
- **Fruit Beverages**
  - 100% Juice
  - Fruit Drinks
- **RTD Tea**
- **Sports Drinks**
  - Regular Sports Drinks
  - Diet Sports Drinks
- **Energy Drinks**

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**TOTAL LRB**

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**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

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  - Domestic Sparkling Bottled Water
  - Imported Bottled Water
- **CSD**
  - Regular in CSD
  - Diet in CSD
- **Fruit Beverages**
  - 100% Juice
  - Fruit Drinks
- **RTD Tea**
- **Sports Drinks**
  - Regular Sports Drinks
  - Diet Sports Drinks
- **Energy Drinks**
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**TOTAL LRB**

- All Other Coffee
- Milk
- All Other Tea

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

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  - Direct Delivery (HOD) Water
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  - Domestic Sparkling Bottled Water
  - Imported Bottled Water

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- **Sports Drinks**
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- **RTD Tea**
- **Value-Added Water**
- **RTD Coffee**

**TOTAL LRB**

- **Milk**
- **All Other Coffee**
- **All Other Tea**

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

**Quarterly Wholesale Dollars Share Report** ..... Excel Sheet 6

- **CSD**
  - Regular in CSD
  - Diet in CSD
- **Bottled Water**
  - Single-Serve (PET) Water
  - 1-2.5 Gallon/Multi-serve
  - Direct Delivery (HOD) Water
  - Self-Service Refill (Vended) Water
  - Domestic Sparkling Bottled Water
  - Imported Bottled Water
- **Fruit Beverages**
  - 100% Juice
  - Fruit Drinks
- **Energy Drinks**
- **Sports Drinks**
  - Regular Sports Drinks
  - Diet Sports Drinks
- **RTD Tea**
- **Value-Added Water**
- **RTD Coffee**

**TOTAL LRB**

- **Milk**
- **All Other Coffee**
- **All Other Tea**

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

**Quarterly Wholesale Dollar Growth Rates Report** ..... Excel Sheet 7

- **CSD**
  - Regular in CSD

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- Diet in CSD
- **Bottled Water**
  - Single-Serve (PET) Water
  - 1-2.5 Gallon/Multi-serve
  - Direct Delivery (HOD) Water
  - Self-Service Refill (Vended) Water
  - Domestic Sparkling Bottled Water
  - Imported Bottled Water
- **Fruit Beverages**
  - 100% Juice
  - Fruit Drinks
- **Energy Drinks**
- **Sports Drinks**
  - Regular Sports Drinks
  - Diet Sports Drinks
- **RTD Tea**
- **Value-Added Water**
- **RTD Coffee**

### TOTAL LRB

- **Milk**
- **All Other Coffee**
- **All Other Tea**

### TOTAL OTHER NON-ALC BEVS

### TOTAL



# Volume Report

Unit: MM Gallons

CATEGORY	2017Q1	2017Q2	2017Q3	2017Q4	FY2017	2018Q1	2018Q2	2018Q3	2018Q4	FY2018
<b>Bottled Water</b>										
Single Serve (PET) Water										
1-2.5 Gallon/ Multi-serve										
Direct Delivery(HOD) Water										
Self-Service Refill (Vended) Water										
Domestic Sparkling Bottled Water										
Imported Bottled Water										
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Diet in CSD										
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100% Juice										
Fruit Drinks										
<b>RTD Tea</b>										
<b>Sports Drinks</b>										
Regular Sports Drinks										
Diet Sports Drinks										
<b>Energy Drinks</b>										
<b>Value-Added Water</b>										
<b>RTD Coffee</b>										
<b>TOTAL LRB</b>										
<b>All Other Coffee</b>										
<b>Milk</b>										
<b>All Other Tea</b>										
<b>TOTAL OTHER NON-ALC BEVS</b>										
<b>TOTAL</b>										

