

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

2019 EDITION (Published quarterly. Four editions per annual set  
Data through 2019.) Excel based report.

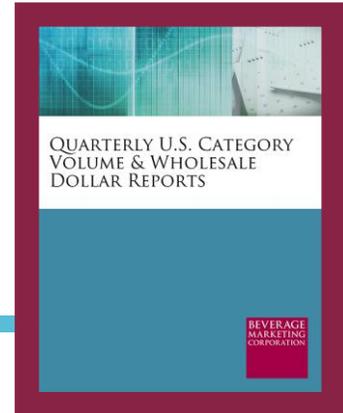
**T**hese Excel-based reports from Beverage Marketing Corporation look at major non-alcohol beverage sectors and key sub-categories, providing the all-sales-channel-inclusive quarterly results and year-end forecasts necessary to spot trends and make timely decisions. Use them as stand-alone indicators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

## AVAILABLE FORMAT & PRICING

↓  
Direct  
Download

\$1,995

*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*



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. **10**



**HAVE  
QUESTIONS?**

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

**BEVERAGE  
MARKETING  
CORPORATION**

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 & WHOLESALE DOLLAR REPORTS

**BEVERAGE  
MARKETING  
CORPORATION**

# Quarterly U.S. Category Volume & Wholesale Dollar Reports Third Quarter 2019

---

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 © 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

**Overview**.....Excel Sheet 1

**Quarterly Volume Report**.....Excel Sheet 2

- **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
- **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**
- **Value-Added Water**
- **RTD Coffee**

**TOTAL LRB**

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

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

**Quarterly Volume Share Report**.....Excel Sheet 3

- **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
- **CSD**
  - Regular in CSD
  - Diet in CSD
- **Fruit Beverages**
  - 100% Juice
  - Fruit Drinks
- **RTD Tea**
- **Sports Drinks**
  - Regular Sports Drinks
  - Diet Sports Drinks

TABLE OF CONTENTS

- **Energy Drinks**
- **Value-Added Water**
- **RTD Coffee**

**TOTAL LRB**

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

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

**Quarterly Volume YOY Growth Rates Report** .....Excel Sheet 4

- **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
- **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**
- **Value-Added Water**
- **RTD Coffee**

**TOTAL LRB**

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

**TOTAL OTHER NON-ALC BEVS**

**TOTAL**

**Quarterly Wholesale Dollars Report** .....Excel Sheet 5

- **CSD**
  - Regular in CSD
  - Diet in CSD

TABLE OF CONTENTS

- **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 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**

## TABLE OF CONTENTS

- **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
  - 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

*Numbers in red bold Italic are projections*

CATEGORY	2018Q1	2018Q2	2018Q3	9M 2018	2018Q4	FY2018	2019Q1	2019Q2	2019Q3	9M 2019	FY2019
<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											
<b>CSD</b>											
Regular in CSD											
Diet in CSD											
<b>Fruit Beverages</b>											
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>											

# Wholesale Dollars Share

*Numbers in red bold italic are projections*

CATEGORY	2018Q1	2018Q2	2018Q3	9M 2018	2018Q4	FY2018	2019Q1	2019Q2	2019Q3	9M 2019	FY2019
<b>CSD</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Regular in CSD	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Diet in CSD	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>Bottled Water</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Single Serve (PET) Water	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
1-2.5 Gallon/ Multi-serve	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Direct Delivery(HOD) Water	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Self-Service Refill (Vended) Water	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Domestic Sparkling Bottled Water	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Imported Bottled Water	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>Fruit Beverages</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
100% Juice	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Fruit Drinks	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>Energy Drinks</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>Sports Drinks</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Regular Sports Drinks	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Diet Sports Drinks	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>RTD Tea</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>Value-Added Water</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>RTD Coffee</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>TOTAL LRB</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>Milk</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>All Other Coffee</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>All Other Tea</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>TOTAL OTHER NON-ALC BEVS</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
<b>TOTAL</b>	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%