

BEVERAGES 2017: WHAT'S IN STORE

2017 EDITION (Published February 2017. Data through 2016p. Market projections through 2017.) More than 50 PowerPoint slides, with extensive data and statistical infographics.

This ready-made PowerPoint presentation provides an early view of 2016 year-end results, plus an early 2017 forecast for 8 major categories. Through a series of charts, graphs, infographics and comments, this insightful industry research report looks at shifting market drivers, usage occasions and key issues impacting the beverage industry, with an emphasis on non-alcohol, liquid refreshment market trends. The perfect executive briefing to kick off your planning and training meetings! Also ideal as a complement to individual category studies or our quarterly analysis series.

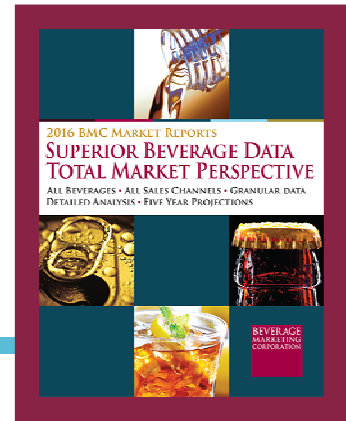
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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- How did the U.S. liquid refreshment beverage market perform in 2016, and how is it poised to perform in 2017?
- What are the key macro-trends impacting industry performance?
- Which CSD sub-segment is declining faster? Diet or regular? And why?
- What are the key challenges and opportunities that beverage marketers currently face?
- How are consumer demands impacting product offerings?

THIS REPORT FEATURES

This industry report offers a look at key categories and niche segments, offers perspective on the economic and societal trends driving the marketplace and more. Through colorful, data-rich slides, this presentation examines a broad range of beverage categories, with particular focus on the non-alcohol liquid refreshment beverage (LRB) market. This report provides busy executives with a succinct, graphic view of trends and a high-level understanding of the U.S. beverage market:

- Economic and societal trends driving the beverage market.
- Performance of 8 key categories in 2016.
- Share of stomach results and what market share do the various key categories hold?
- Estimated tap water performance for current and historical.
- Consumer drivers behind changing consumption patterns.
- Status update on bottled water's drive to surpass CSD's as largest beverage category.
- A look at packaging trends plus packaging data on beverages.
- The latest on emerging sectors and the changing consumer need states driving their rise.
- How do volume vs. revenue trends stack up in bottled water and value-added water segments?
- Beverage Marketing's projections for marketplace growth in 2017.

Beverages 2017: What's in Store

February 2017



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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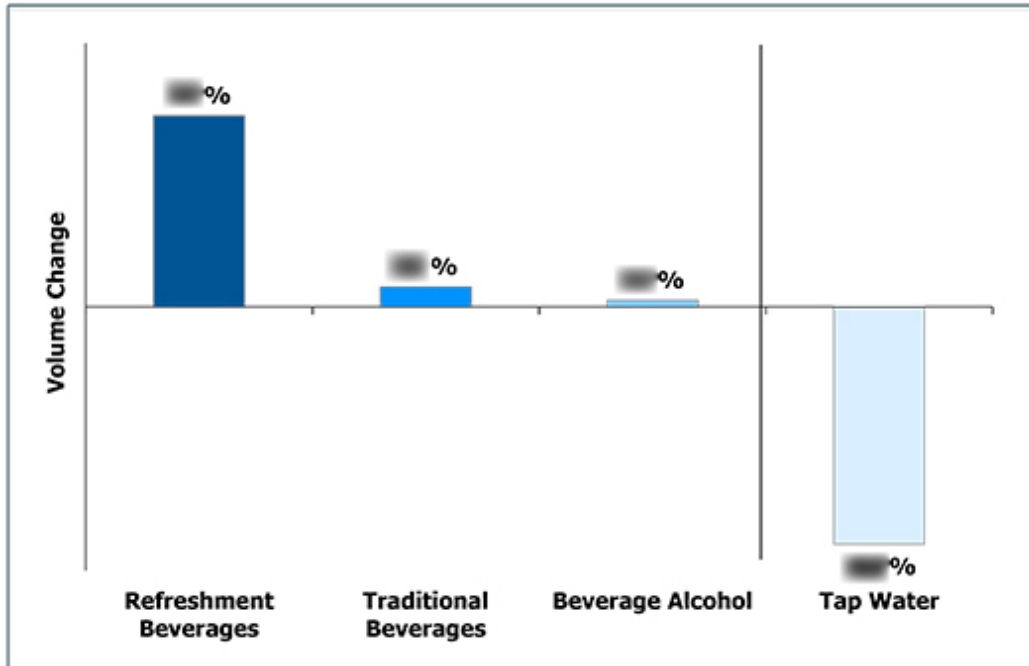
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The Shifting Beverage Landscape

In 2016, refreshment beverages performed best while other categories experienced modest growth and tap water declined

U.S. Beverage Market – 2016P



*P: Preliminary
Source: Beverage Marketing Corporation*

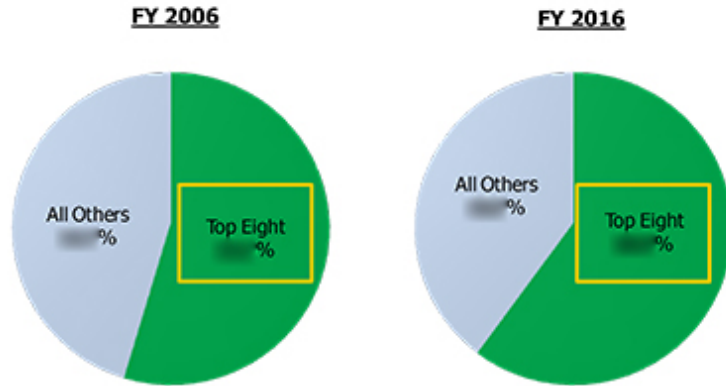


The retail landscape has consolidated across most store formats in the market for beverages and food

*Retail Market for Consumables
Top 8 Consumable Retailers vs. All Others
Share of Retail Sales
2006 – 2016*

Retailer Consolidation

- Growth through acquisition is driving consolidation
- Geographic expansion also driving consolidation
- Channel blurring category expansion impacting market place
- Walmart retains top ranking, while Amazon has vaulted into second position



Source: Beverage Marketing Corporation



Search for zero-calorie sweeteners continue; ideal sweetener should be natural, stable, in good supply, cost effective, and taste like sugar

Stevia/Erythritol



Stevia/Erythritol



Stevia/Erythritol/Monk Fruit



Sugar/Stevia



Sugar/Stevia



Stevia

