Beverages 2018: What’s in Store


This ready-made PowerPoint presentation provides an early view of 2017 year-end results, plus an early 2018 forecast for 8 major categories. Through a series of charts, graphs, infographics and comments, this insightful industry research report from Beverage Marketing Corporation looks at non-alcoholic beverage category performance and the key drivers behind the performance, with an emphasis on non-alcohol. 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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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

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HAVE QUESTIONS?
Contact Charlene Harvey: 212-688-7640 x 1962 charvey@beveragemarketing.com
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 2017, and how is it poised to perform in 2018?
- 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 2017.
- 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.
- Performance comparison of bottled water vs CSD’s.
- 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?
Beverages 2018: What’s in Store
March 2018

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.
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In 2017, refreshment beverages performed best while other categories experienced weak performance and tap water declined.
Cans, plastic and glass comprise more than [ ]% of the beverage packaging universe

- Over the last five years, plastic has seen the most growth due mostly to the success of the bottled water category

*Beverage Packaging Share by Package Type*
*Billions of Packaging Units*

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<tr>
<th>SEGMENT</th>
<th>Plasctics</th>
<th>Cans</th>
<th>Glass</th>
<th>Paper</th>
<th>Pouches</th>
<th>Aseptic</th>
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<td>5-YR CAGR</td>
<td>[ ]%</td>
<td>[ ]%</td>
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CAGR: Compound annual growth rate
*Includes Milk, does not include Beer kegs
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.