

BEVERAGES 2018: WHAT'S IN STORE

2018 EDITION (Published March 2018. Data through 2017p. Market projections through 2018.) More than 45 PowerPoint slides, with extensive data and statistical infographics.

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.

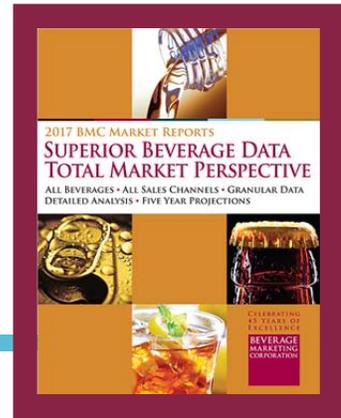
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**HAVE
QUESTIONS?**

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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 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?
- Beverage Marketing's projections for marketplace growth in 2018.

Beverages 2018: What's in Store

March 2018



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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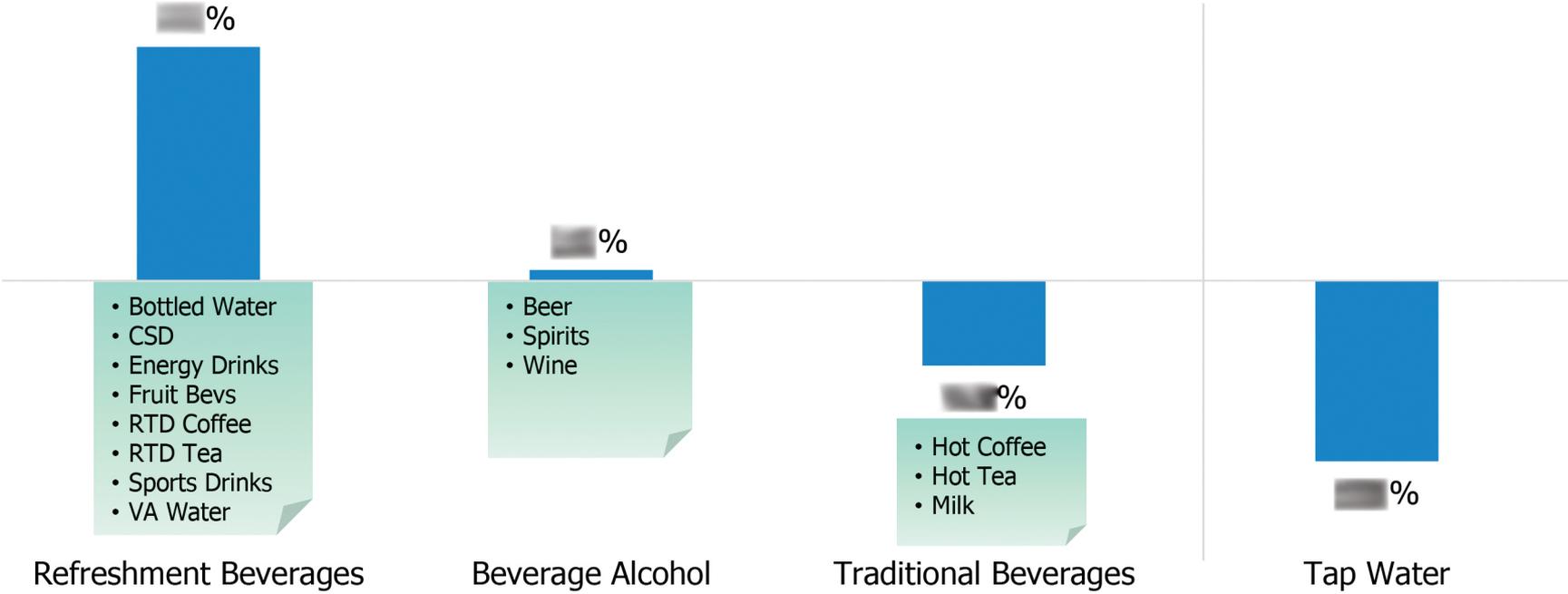
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In 2017, refreshment beverages performed best while other categories experienced weak performance and tap water declined

**U.S. Beverage Market
Volume Change
2017P**



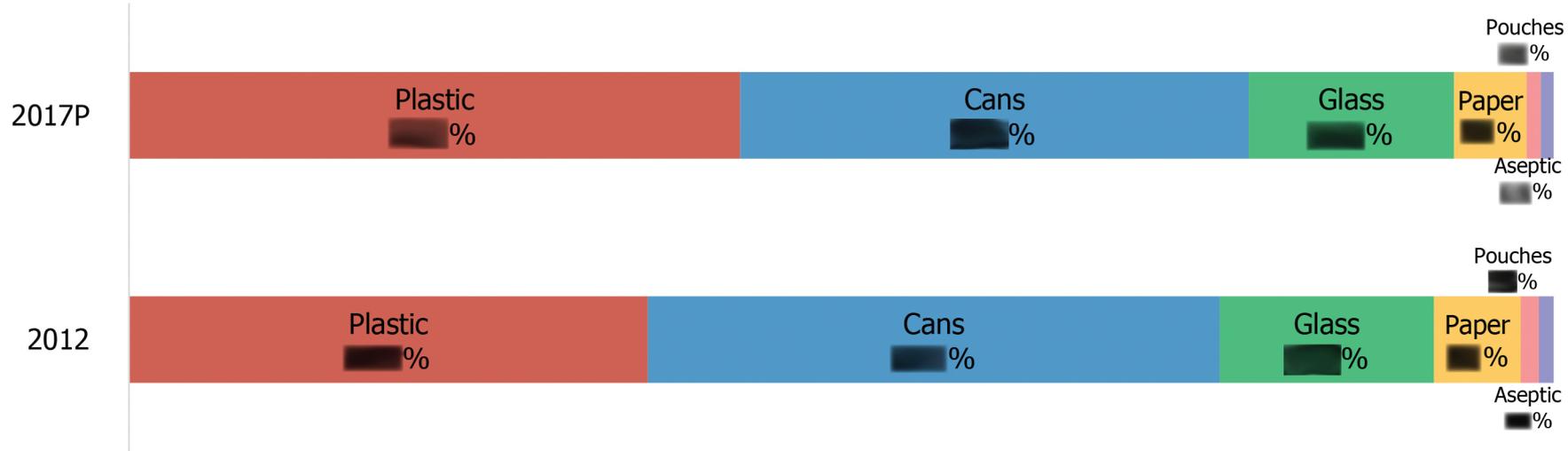
P: Preliminary
Source: Beverage Marketing Corporation



Cans, plastic and glass comprise more than 85% 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*



SEGMENT	Plastics	Cans	Glass	Paper	Pouches	Aseptic	TOTAL
5-YR CAGR	10%	5%	5%	5%	5%	5%	5%

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

Stevia/Erythritol



Stevia/Erythritol



Stevia/Erythritol



Sugar/Stevia



Sugar/Stevia



Stevia

