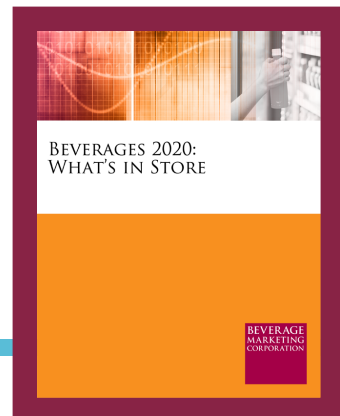


BEVERAGES 2020: WHAT'S IN STORE

2020 EDITION (Published February 2020. Data through 2019p.
Market projections through 2020.) More than 30 PowerPoint slides, with
extensive data and statistical infographics.



This ready-made PowerPoint presentation provides an early view of 2019 year-end results, plus an early 2020 forecast for 8 major beverage categories. Through a series of charts, graphs, infographics and comments, this insightful industry research report looks primarily at non-alcoholic beverage category performance and the key drivers behind the performance. 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?**

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

**BEVERAGE
MARKETING
CORPORATION**

BEVERAGE MARKETING CORPORATION
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255

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 2019, and how is it poised to perform in 2020?
- What are the key macro-trends impacting industry performance today and in the future?
- What are the key developments that impacted industry performance in 2019 - from CEO changes, to acquisitions to new products?
- What are the key challenges and opportunities that beverage marketers currently face?
- Which refreshment beverage categories are likely to grow fastest in 2020?

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 2019.
- Share of stomach results and what market share do the various key categories hold?
- Consumer drivers behind changing consumption patterns.
- Performance comparison of bottled water vs CSD's.
- A look at packaging data as well as innovation.
- The latest on emerging sectors and the changing consumer need states driving their rise.
- A topline look at beverage alcohol.
- Observations on cannabis/hemp market prospects.
- Beverage Marketing's projections for marketplace growth in 2020.



BEVERAGES 2020: WHAT'S IN STORE

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Beverages 2020: What's in Store

February 2020



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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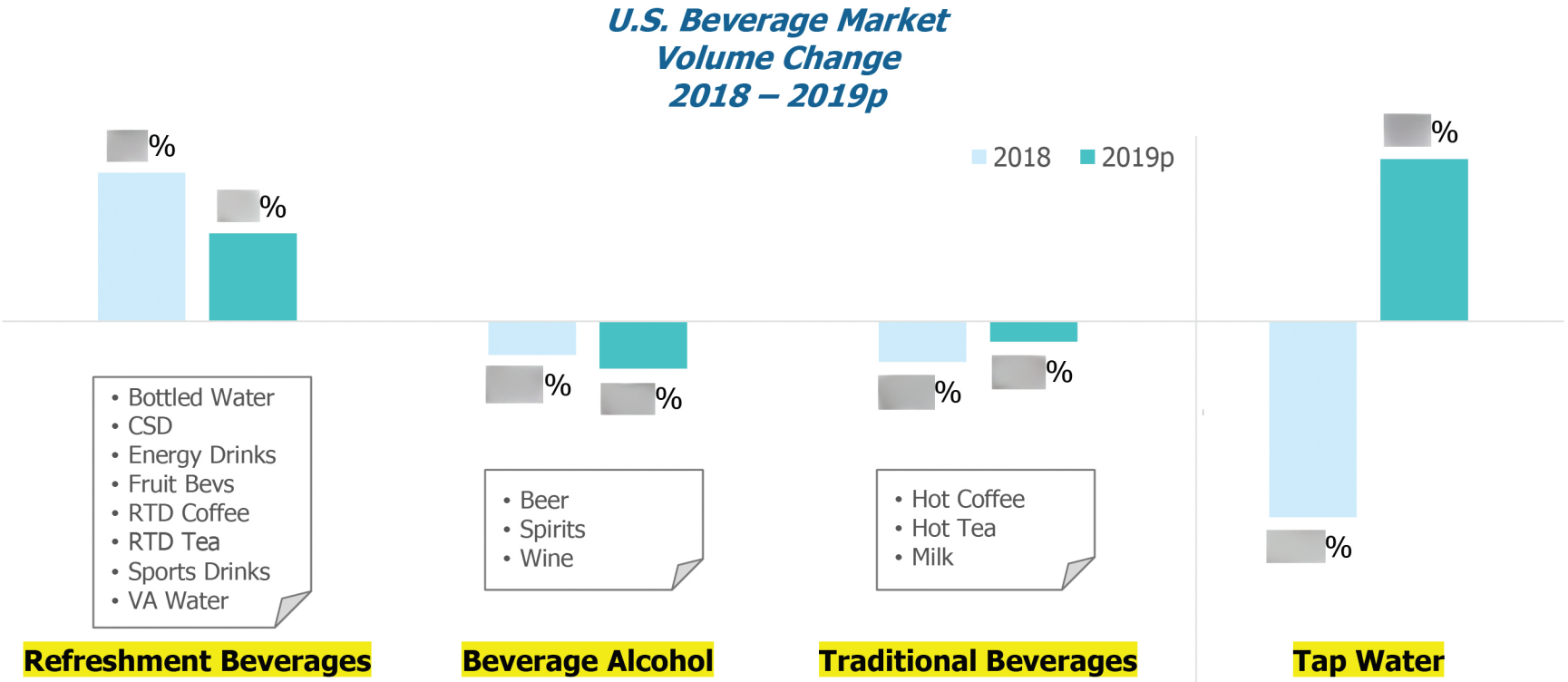
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Refreshment beverages have outperformed both traditional beverages and alcohol in recent years



p: Preliminary
Source: Beverage Marketing Corporation



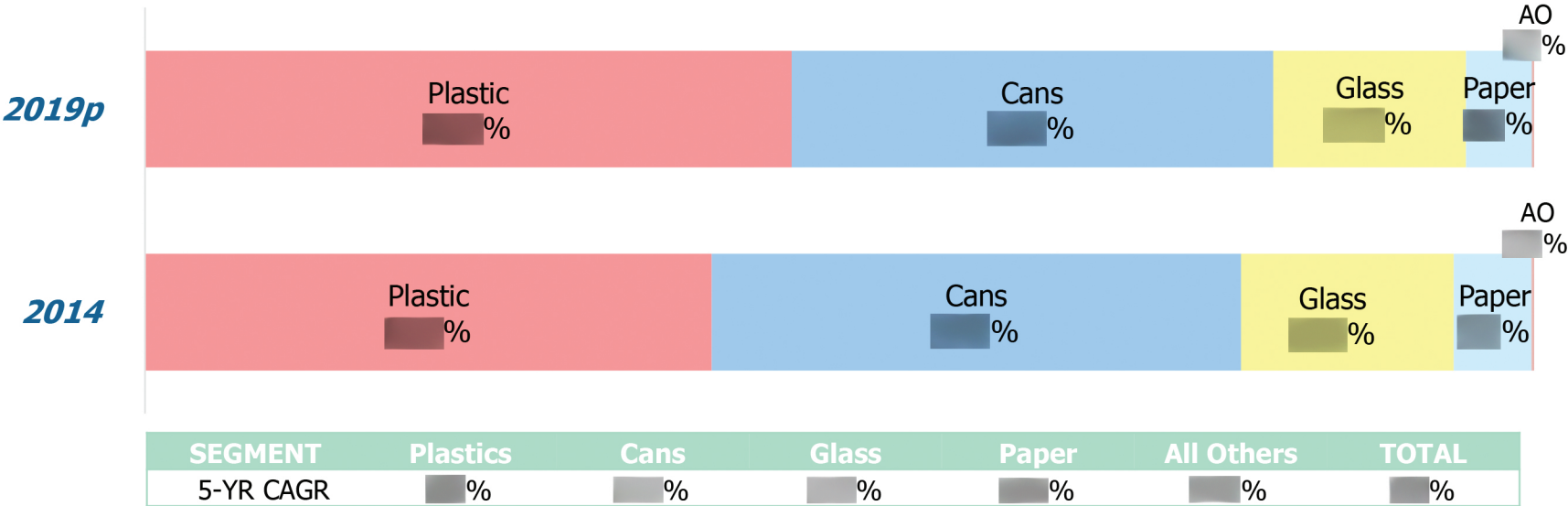
Sparkling water remains hot – the fastest growing segment in the bottled water category



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



p: Preliminary; CAGR is compound annual growth rate
Source: Beverage Marketing Corporation; SBAcc