

BEVERAGES 2021: WHAT'S IN STORE

2021 EDITION (Published April 2021. Data through 2020p.
Market projections through 2021.) More than 50 PowerPoint slides, with
extensive data and statistical infographics.



This ready-made PowerPoint presentation provides an early view of 2020 year-end results, plus an early 2021 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?**

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THE ANSWERS YOU NEED

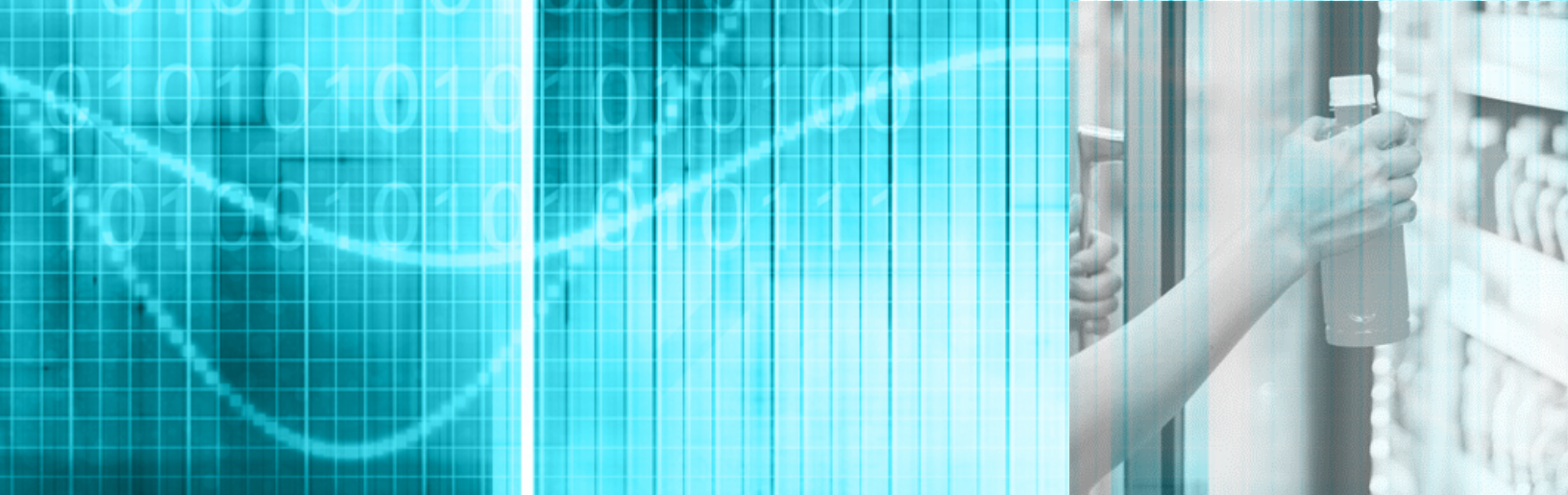
This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- How did the U.S. liquid refreshment beverage market perform in 2020, and how is it poised to perform in 2021?
- What are the key macro-trends impacting industry performance today and in the future?
- How has the pandemic impacted the industry?
- What are the key challenges and opportunities that beverage marketers currently face?
- Which refreshment beverage categories are likely to grow fastest in 2021?

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 2020.
- 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.
- The latest on emerging sectors and the changing consumer need states driving their rise.
- Caloric and sugar intake from refreshment beverages.
- Beverage Marketing's projections for marketplace growth in 2021.



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April 2021

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Innovation has accelerated in both energy and sports drink categories

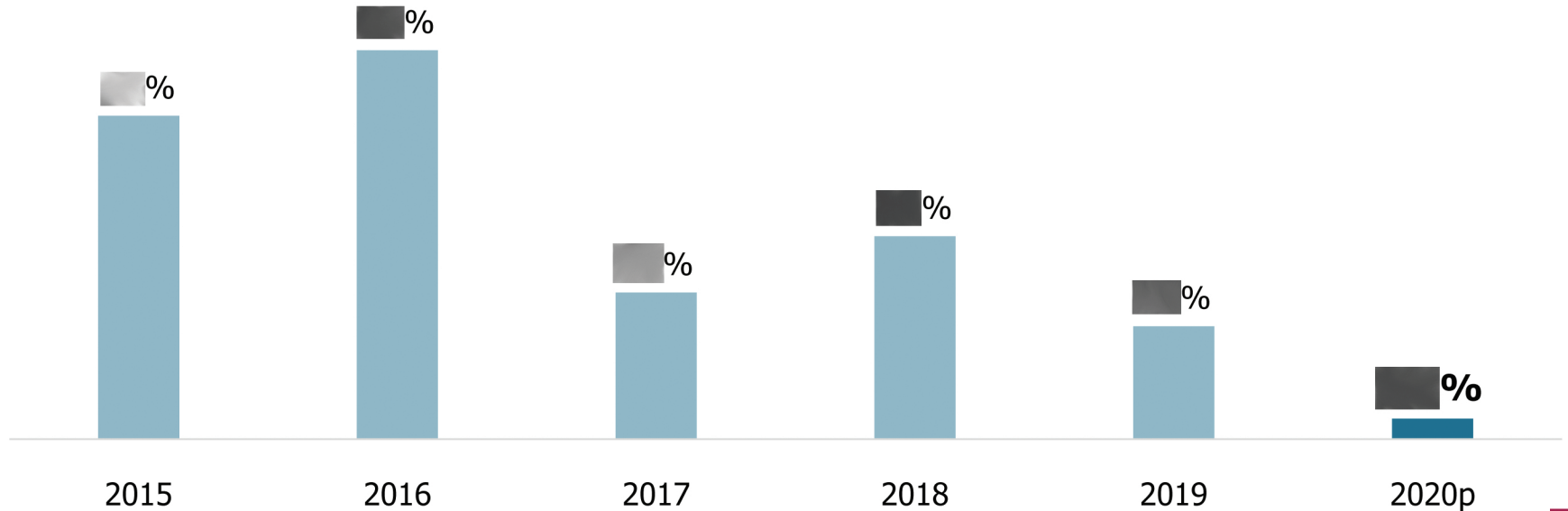
- In sports drinks, the well-funded BodyArmor became the first viable “third brand” in the category in a couple of decades and then was acquired in stages by Coca-Cola Company. Smaller brands are emerging in its wake. PepsiCo, meanwhile, continues to innovate to maintain its category dominance.
- In energy drinks, “performance energy” drinks such as Bang and Reign (Monster) have emerged in the past couple of years, often with extra caffeine and other ingredients to the usual energy drink formula such as branched-chain amino acids (BCAAs).



The U.S. beverage market slowed in 2020 after experiencing modest growth in recent years since declines occurred during the recession

- The market has now experienced four consecutive years of modest growth

*U.S. Total Beverage Market
Volume Change
2015 – 2020p*

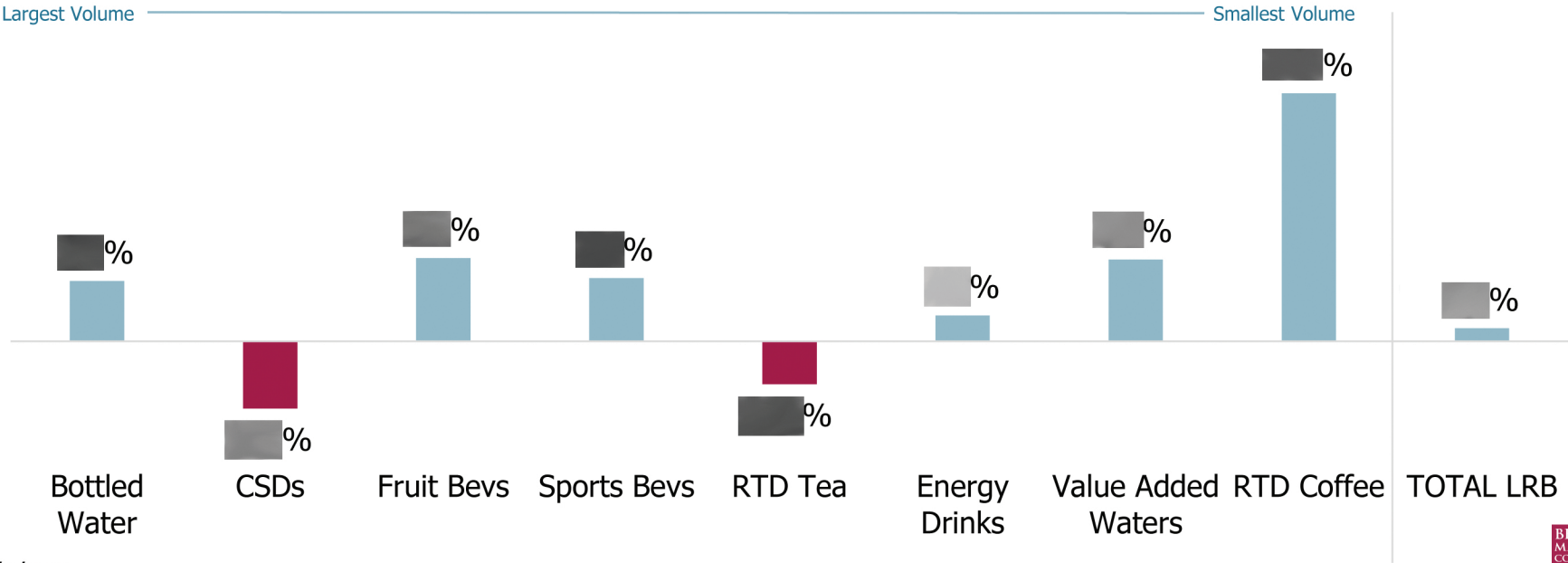


p: Preliminary
Source: Beverage Marketing Corporation

Most large mass market refreshment beverage categories have struggled while niche categories have experienced growth

- Bottled water is the primary exception of a mainstream category that has thrived

*U.S. Liquid Refreshment Beverage Market
Volume Change
2020p*



p: Preliminary
Source: Beverage Marketing Corporation

