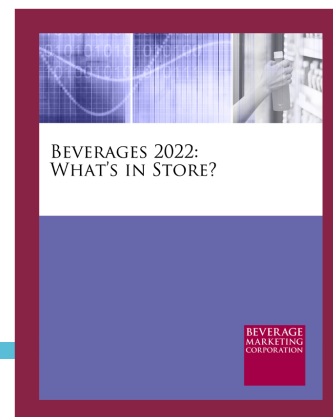


BEVERAGES 2022: WHAT'S IN STORE

2022 EDITION (Published March 2022. Data through 2021p.
Market projections through 2022.) More than 30 PowerPoint slides, with
extensive data and statistical infographics.



FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

Jumpstart your planning and brainstorming sessions with this ready-made PowerPoint presentation that provides an early view of 2021 year-end results, plus an early 2022 forecast for 8 major beverage categories. Get a quick view of market innovation, category winners and losers and key emerging categories and brands to watch this year. 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 or deep dive multiple beverage segment reports.

AVAILABLE FORMAT & PRICING



Direct Download
PowerPoint & PDF

\$2,495

*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*

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **8**



**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

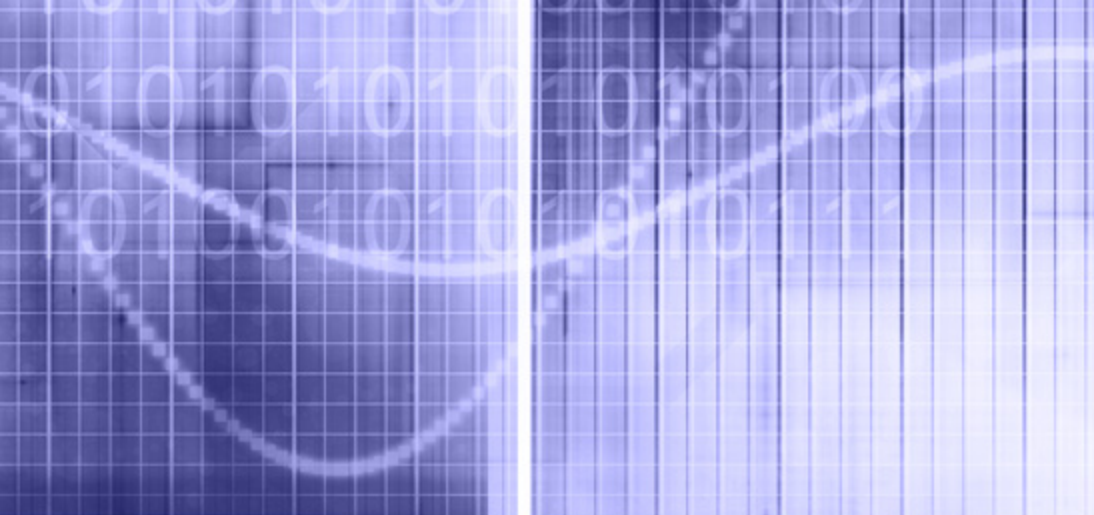
This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- How did the U.S. liquid refreshment beverage market perform in 2021, and how is it poised to perform in 2022?
- 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 2022?

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 2021.
- 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 2022.



BEVERAGES 2022: WHAT'S IN STORE?

**BEVERAGE
MARKETING
CORPORATION**

Beverages 2022: What's in Store?

March 2022



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Copyright © 2022 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

TABLE OF CONTENTS

Introduction

- Beverage Marketing Capabilities6
- Agenda8

I. Market Overview

- Beverage Headlines9
- Industry News10
- Quarterly GDP Change 1932 - 2021.....11
- Unemployment Rate 1933 – Jan 2021.....11
- Annual U.S. Consumer Sentiment Index 1995 – 202112
- U.S. Total Beverage Market Volume Growth 2016 – 2021.....13
- U.S. Total Beverage Market Volume and Wholesale Dollar Growth
2016 – 202114
- U.S. Beverage Market Volume Change 2020 - 2021.....15
- U.S. Liquid Refreshment Beverage Market Volume Growth 2020 - 2021 .16
- U.S. Beverage Alcohol Market 2020 – 202117
- U.S. Traditional Beverage Market Volume Change 2020 - 202118
- U.S. Beverage Market Volume Share by Category 2015 - 202119
- Decade Comparison 2011 – 2021 Which Categories Gained,
Which Lost Volume?20
- Major Consumer Trends Impacting the Greater Beverage Market.....21
- Impact of the Pandemic on the Greater Beverage Market22
- Unit Pricing Growth by Beverage Segment in 2021.....23

II. Category Updates

- U.S. Carbonated Soft Drink Volume Change 2015 - 2021.....24
- U.S. Carbonated Soft Drink Market Volume and Dollar Change
2015 - 202125
- U.S. Carbonated Soft Drink Market Volume Share and Growth by Type ..26
- Functional CSD Emerging Brands.....27
- Wholesaler Dollars Per Gallon Indexed to 200028
- U.S. Bottled Water Market Volume Change 2015 - 2021.....29
- U.S. Bottled Water Market Volume Share and Growth by Segment
2015 - 202130
- Sparkling Waters31
- Enhanced Waters.....32

TABLE OF CONTENTS

II. Category Updates (cont'd)

- Niche Categories vs. Traditional LRB Categories Wholesale Dollars and Share of Wholesale Dollars 2020 – 202134
- Key Beverage Alcohol Trends.....35
- Alternative Adult Beverages 202136
- Convergence of Categories and Supply Chains.....37

III. Packaging Trends

- Beverage Packaging Share by Package Type 2015 - 202138
- Packaging Innovation39

IV. Projections

- Demand for Legal Cannabis Products is Growing40
- 2022 Liquid Refreshment Beverage Projections Volume and Wholesale Dollar Growth41
- Beverage Marketing Corporation42

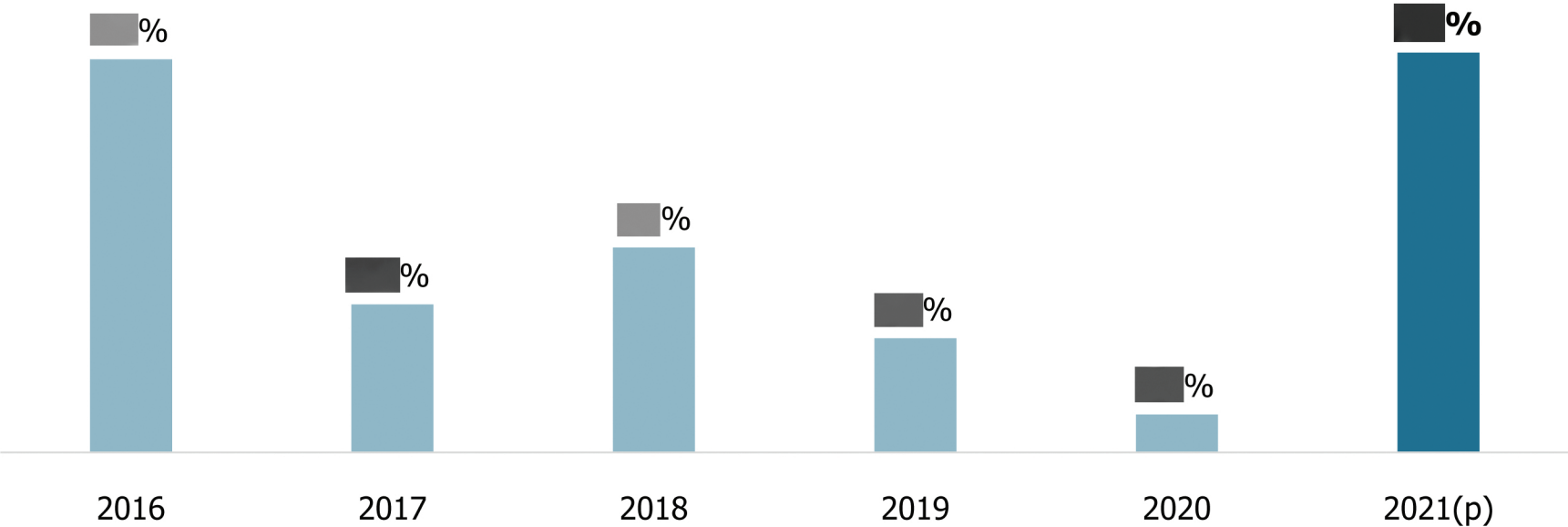
State of the Industry – The Good and the Bad

Beverage Headlines

-  **The total U.S. beverage** market rebounded in 2021 after relatively soft performance in 2020 due to the pandemic
-  **Carbonated soft drink (CSD)** volume returned to growth in 2021 after many years of declines
-  **Bottled water** became the largest U.S. beverage category ever in 2021, surpassing CSDs' 2004 high point of 15.3 billion gallons
-  **Niche categories** continued to outperform most traditional mass-market categories with new segments still emerging
-  **Unprecedented** input cost increases may put a damper on beverage volume growth in 2022

U.S. beverage market growth rebounded in 2021 after weakness in 2020 due to the pandemic

U.S. Total Beverage Market
Volume Growth
2016 – 2021(p)



(p): Preliminary
Source: Beverage Marketing Corporation

