

# BEVERAGES 2023: WHAT'S IN STORE

2023 EDITION (Published February 2023. Data through 2022p. Market projections through 2023.) More than 40 PowerPoint slides, with extensive data and statistical infographics.

Jumpstart your planning and brainstorming sessions with this ready-made PowerPoint presentation that provides an early view of 2022 year-end results for the major beverage categories and a broad range of niche segments, plus an early 2023 forecast for 8 major no-alcohol beverages and key alcohol 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. Or, keep the insights going all year long by adding on a subscription to BMC's data-driven newsletter, *The Beverage Strategist*.

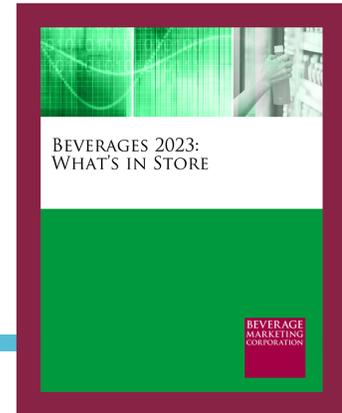
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HAVE  
QUESTIONS?

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## THE ANSWERS YOU NEED

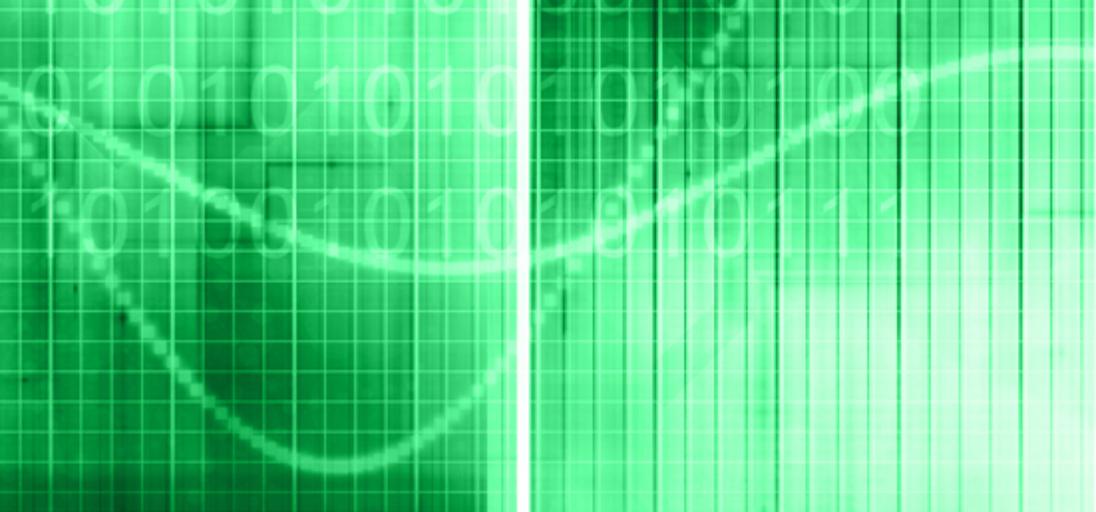
This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- How did the U.S. beverage market perform in 2022, and how is it poised to perform in 2023?
- What are the key macro-trends impacting industry performance today and in the future?
- How has inflation impacted the industry?
- How is beverage packaging performing?
- What are the key challenges and opportunities that beverage marketers currently face?
- Which beverage categories are likely to grow fastest in 2023?

## 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 2022 and primary alcohol categories.
- Perspective on the market share of a broad range of innovative emerging and niche beverage segments market share vs. more traditional segments
- 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.
- The rise of adult alternative beverages in the alcohol space.
- Beverage packaging trends.
- Beverage Marketing's projections for marketplace growth in 2023.



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BEVERAGE  
MARKETING  
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# Beverages 2023: What's in Store?

February 2023

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

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## 2023 LRB Situation Analysis

**Evolving Consumer**



Consumers, especially Gen Z and Millennials, are looking for more flavor innovation, healthfulness, functionality and, in the context of inflation/recession, value

**Inflation**



Inflation, while moderating, will likely be with us at least through the first half of the year

**Recession Risk**



There is great uncertainty about the economic situation in 2023; all companies are preparing for a possibility of an economic slowdown/recession. Experts are forecasting a 35-65% chance that there will be economic downturn next year

**Supply Chain**



Supply chain disruptions and man-power shortages appear to be slowly abating, and will likely continue to improve, especially if there is a slowdown in 2023

**Pricing**



Modest price increases are expected in 2023; however, the 1H23 revenues will benefit from the continuation of higher 2H22 increases, while 2H23 will return to normal ranges

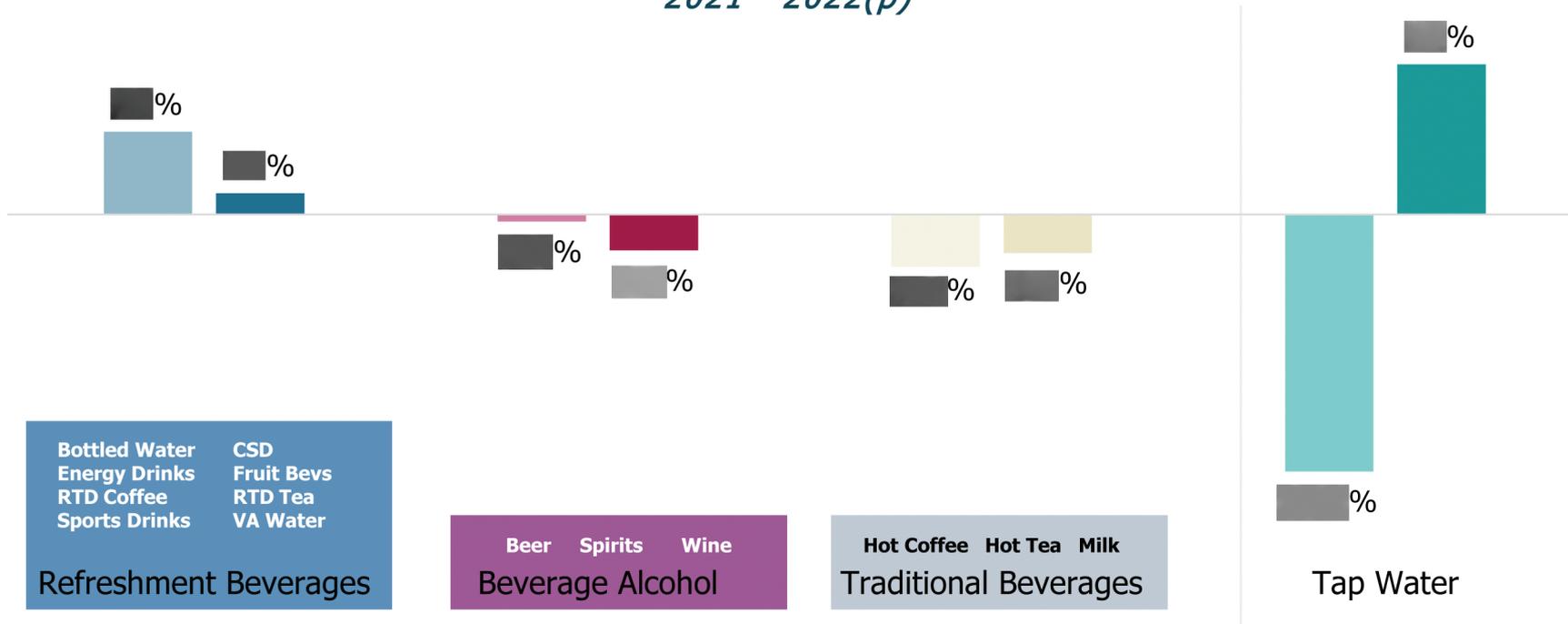
**Need for Agility**



In a world of uncertainty and volatility, the need for agility becomes even more important

**In recent years, refreshment beverages have generally outperformed the overall beverage market**

*U.S. Beverage Market  
Volume Change  
2021 – 2022(p)*



(p): Preliminary  
Source: Beverage Marketing Corporation

