

# 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.

**J**umpstart 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*.

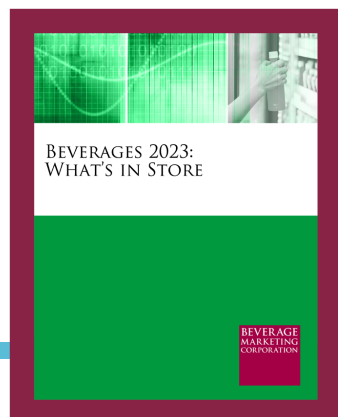
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**HAVE  
QUESTIONS?**

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## THE ANSWERS YOU NEED

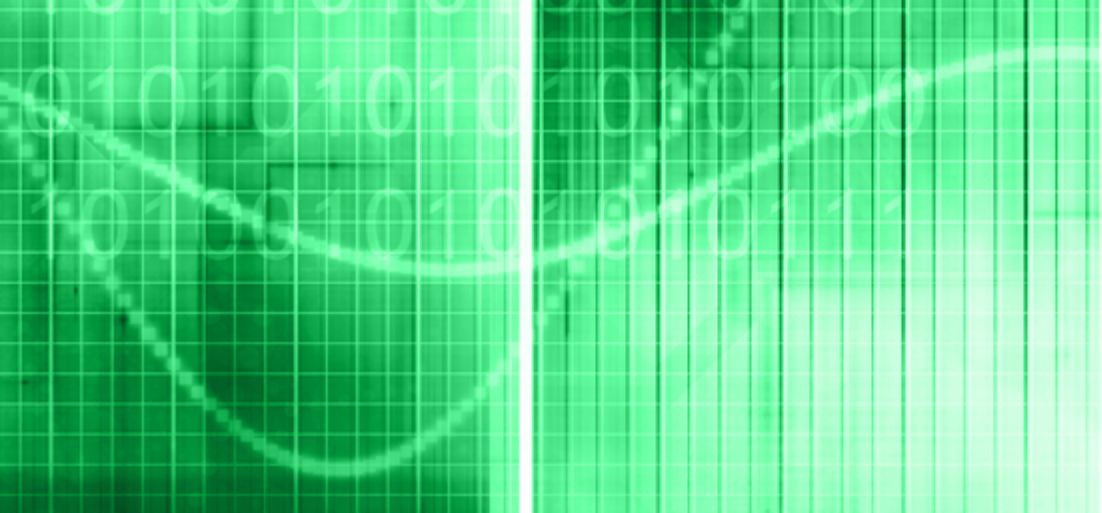
This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- 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  
CORPORATION

# Beverages 2023: What's in Store?

February 2023

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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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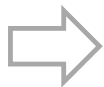
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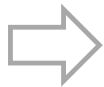
## 2023 LRB Situation Analysis

### Evolving Consumer



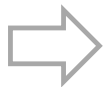
Consumers, especially Gen Z and Millennials, are looking for more flavor innovation, healthfulness, functionality and, in the context of inflation/recession, value

### Inflation



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

### Recession Risk



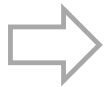
There is great uncertainty about the economic situation in 2023; all companies are preparing for a possibility of an economic slowdown/recession. Experts are forecasting a 35-65% chance that there will be economic downturn next year

### 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

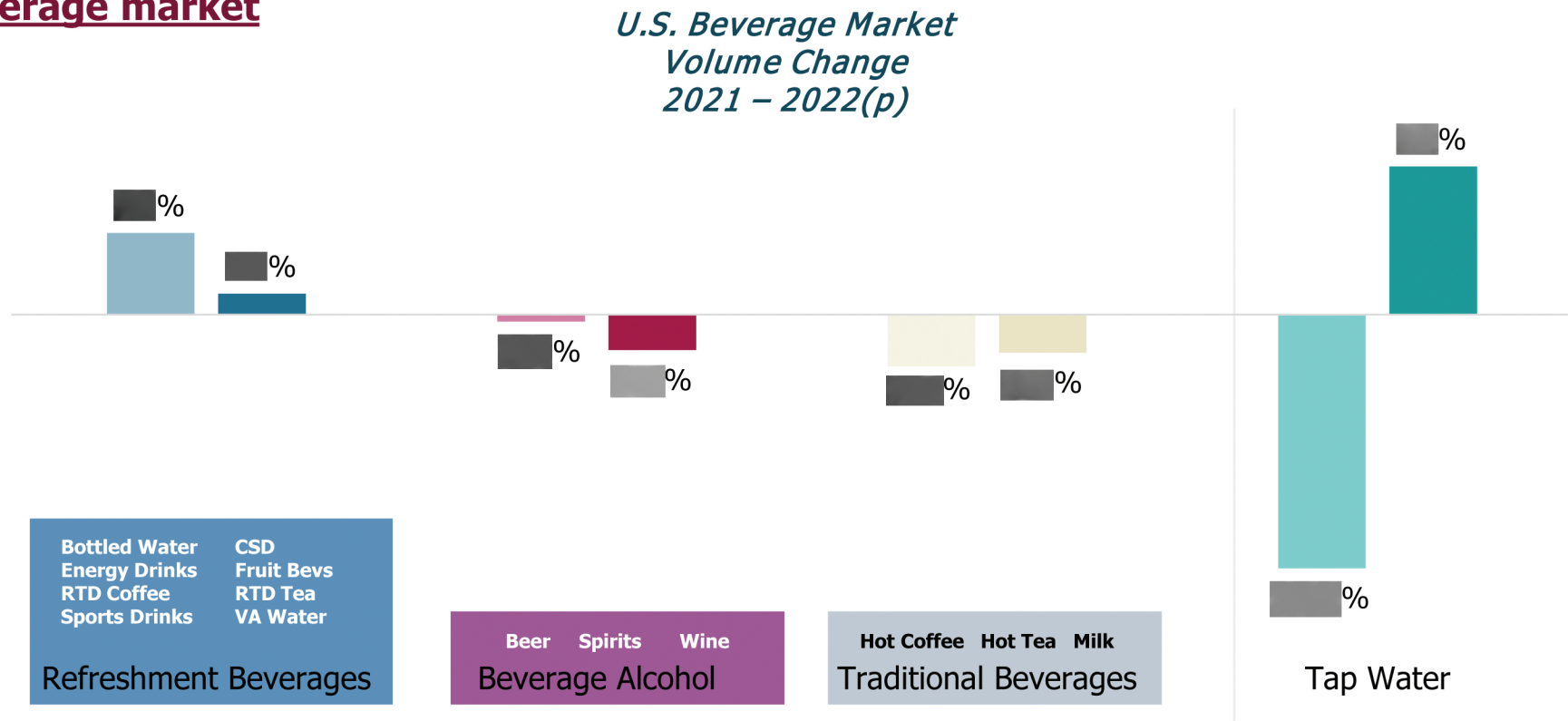
### Need for Agility



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**



(p): Preliminary  
Source: Beverage Marketing Corporation

