

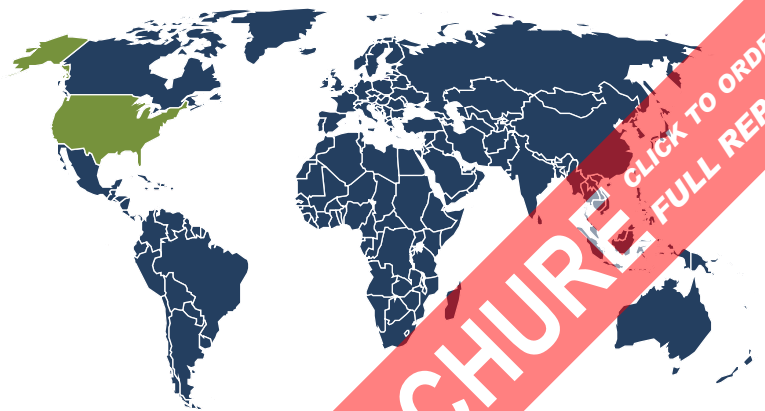
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# Soft Drinks:

## United States

October 2019



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# About This Report

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## Scope

This report forecasts to 2023 US soft drink demand in gallons. Total demand is segmented by product in terms of:

- carbonated soft drinks
- fruit beverages
- ready-to-drink tea
- sports drinks
- enhanced water
- other ready-to-drink beverages such as such as energy drinks and iced coffee

To illustrate historical trends, total demand and the various segments are provided in annual series from 2008 to 2018.

The scope of this report encompasses beverages consumed from single-serving containers as well as various types of dispensing systems utilizing bulk packages (such as fountain drinks, beer taps, and water coolers). Beverage syrups and concentrates are included in report totals in gallons of equivalent finished beverage products. Products not premade and sold ready-to-drink, such as coffee beans and grounds, dry teas, and powdered drink mixes, are excluded from this analysis.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Soft Drinks: United States* (FF10018) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

## About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 6 | NAICS & SIC Codes Related to Soft Drink

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311421	Fruit and Vegetable Canning	2023	Dry, Condensed, and Evaporated Dairy Products
311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing	2033	Canned Fruits, Vegetables, Preserves, Jams, and Jellies
311920	Coffee and Tea Manufacturing	2086	Bottled and Canned Soft Drinks and Carbonated Waters
312111	Soft Drink Manufacturing	2099	Food Preparations, NEC
312112	Bottled Water Manufacturing		

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

## About This Report

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Food & Beverage Hydrocolloids Market in the US*  
*Food & Beverage Natural Colors Market in the US*  
*Food & Beverage Packaging Innovation*

#### Freedonia Focus Reports

*Beverage Retail: United States*  
*Beverages: United States*  
*Canned Foods: United States*  
*Cups & Lids: United States*  
*Dairy Products: United States*  
*Energy Drinks: United States*  
*Food & Beverage Natural Colors: United States*  
*Food Retail: United States*  
*Frozen Foods: United States*  
*Fruit Beverages: United States*  
*Ice Cream & Frozen Desserts: United States*  
*Pouches: United States*  
*Processed Food: United States*

#### Freedonia Custom Research

### Trade Publications

*Ad Age*  
*BeverageDaily*  
*Beverage Digest*  
*Beverage Industry*  
*BevNET*  
*Convenience Store News*  
*Drinks Business Review*  
*FoodBev*  
*Progressive Grocer*  
*Supermarket News*

### Agencies & Associations

American Beverage Association  
Beverage Marketing Corporation  
Juice Products Association

## About This Report

United States Census Bureau  
United States Department of Agriculture  
United States Food and Drug Administration  
United States International Trade Commission