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US Collection



Soft Drinks:

United States

June 2017



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Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	5
Product Development	6
Production & Distribution Overview	8
3. Segmentation & Forecasts	10
Products	10
Carbonated Soft Drinks	12
Fruit Beverages	13
Ready-to-Drink Tea	14
Sports Drinks	15
Enhanced Water	16
Other Ready-to-Drink Beverages	17
4. Industry Structure	19
Industry Characteristics	19
Market Leaders	21
The Coca-Cola Company	21
PepsiCo	22
Dr Pepper Snapple Group	22
5. About This Report	24
Scope & Method	24
Sources	25
Industry Codes	25
Resources	26

List of Tables & Figures

Figure 1 Key Trends in US Soft Drink Demand, 2016-2021	3
Figure 2 US Soft Drink Demand Trends, 2006-2016	4
Table 1 Key Indicators for US Soft Drink Demand; 2006, 2011, 2016, 2021 (2009US\$ bil)	5
Figure 3 US Soft Drink Demand by Product; 2006-2016, 2021 (mil gal)	10
Table 2 US Soft Drink Demand by Product; 2006-2016, 2021 (mil gal)	10
Figure 4 US CSD Demand & Population Under 25; 2006-2016, 2021	12
Figure 5 US Soft Drink Industry Shipment Concentration; 2002, 2007, 2012 (%)	19
Table 3 Leading Participants in the US Soft Drink Industry by Product Segment	21
Table 4 Industry Codes Related to Soft Drinks	25

About This Report

Scope & Method

This report forecasts US demand for soft drinks in gallons to 2021. 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 energy drinks and iced coffees.

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.

To illustrate historical trends, total demand and the various segments are provided in annual series from 2006 to 2016.

This report 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international 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.

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

Industry Codes

Table 4 | Industry Codes Related to Soft Drinks

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
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

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Resources

The Freedonia Group

Freedonia Industry Studies

Natural Flavors & Fragrances, October 2016

Caps & Closures, June 2016

World Flavors & Fragrances, March 2016

Aseptic Packaging, March 2016

Pouches, February 2016

Beverage Containers, June 2015

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Alternative Sweeteners: United States

Beer: United States

Bottled Water: United States

Distilled Spirits: United States

High Intensity Sweeteners: United States

Natural Flavors & Fragrances: United States

Recovered Glass: United States

Freedonia Custom Research

Trade Publications

Advertising Age

Beverage Digest

Beverage Industry

BevNet

Convenience Store News

Progressive Grocer

Supermarket News

Agencies & Associations

American Beverage Association

United States Census Bureau

United States Food and Drug Administration

United States International Trade Commission