

Concentrates in the US

December 2023

Table of Contents

Concentrates in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates becomes the most dynamic category in soft drinks

Hydration and energy drive growth for concentrates, with Liquid I.V. leading the charge

Format innovation starts to attract attention as price, convenience and margins are in the spotlight

PROSPECTS AND OPPORTUNITIES

Brands will continue to experiment with non-RTD formats

Blurring lines with vitamins and dietary supplements as consumers look for more and more functions

Affordability and sustainability will be key to continuing to develop the category

CATEGORY DATA

Concentrates conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Soft Drinks in the US - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in the US

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SOURCES

Summary 2 - Research Sources

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