

Beverage Blurring - US - February 2017

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"Two thirds of US adults have consumed any of the hybrid drinks measured in this Report. Bottled water with added health benefits leads consumption, followed by carbonated juice, and bottled water with added functional benefit. The strongest limitation to adoption is perceived high price but these beverages encourage trial of new beverage types."

- **Beth Bloom, Senior Analyst, Food and Drink**

This report looks at the following areas:

- 66% of consumers have tried hybrid drinks
- Hybrid drinks are viewed as more expensive than standard drinks
- Perceived high price is the leading deterrent to consumption

This Report provides an overview of the various non-alcoholic beverage categories and the crossover subsegments that exist within the market as it relates to cross-category beverages, aka hybrid drinks, aka fusion drinks. The focus of the Report isn't on brands or specific product categories, rather this Report delves into the mindset and attitudes of non-alcoholic beverage consumers and the impact cross-category beverages have on consumer preferences and purchases.

This report covers the US market for the following non-alcoholic beverage categories:

- Carbonated soft drinks
- Juice
- Bottled water
- RTD coffee
- RTD tea
- Energy drinks

among others.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

Executive Summary

The Market – What You Need to Know

Market Perspective

Market Factors

Key Players – What You Need to Know

What's Working?

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Consumption of Hybrid Drinks

Attitudes toward Hybrid Drinks

Hybrid Drink Occasions

Identifying Hybrid Drinks

Ideal Hybrid Drinks

Deterrents to Hybrid Drink Consumption

Appendix – Data Sources and Abbreviations

Appendix – Key Players

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