Carbonated Soft Drinks - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Carbonated soft drink manufacturers are battling not only to retain current users who are being encouraged to make healthy choices, but also to regain consumers who have already sought out alternatives. Companies are hedging bets on multiple packaging sizes, flavor innovations, and reduced-calorie formats to give consumers the variety that fits their personal preferences and lifestyles."
– Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

- What can the industry do to improve its image in difficult times?
- What new occasions or opportunities are available for soft drinks?
- Can slumping sales of diet soft drinks be reversed?
- What is the next emerging soft drink alternative segment?

The carbonated soft drink category continues to enjoy 92.2% household penetration rate, according to Information Resources Inc. Builders Panel data. Yet, consumers are drinking less of the sparkling beverages. Still, due to price increases, category sales were $44 billion in 2012, which is a decline of just shy of 1%, according to Mintel research. In particular, consumer cutbacks have most drastically affected the diet soft drink segment, which experienced a 2.8% decline in dollar sales from 2010-12, while benefiting the seltzer, tonic water, and club soda segment. The sparkling carbonated soft drink alternative segment increased 9.6% in sales from 2010-12, benefiting from new consumers who want carbonation, without the high calories.

Meanwhile, manufacturers continue to develop strategies to stave off market stagnation, including a range of packaging sizes, flavor innovations, and innovative marketing that reminds consumers of the refreshment and fun embodied by their brands. The industry will need more than social media engagement to retain a place in the shopping carts of increasingly health-conscious consumers.

This report builds on the analysis presented in Mintel's *Carbonated Soft Drinks – U.S., February 2012* as well as similar reports from August 2010, June 2009, May 2008, April 2007, and March 2006.

DID YOU KNOW?

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

Carbonated Soft Drinks - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

