Non-Alcoholic Beverages Occasions - US - January 2014

Report Price: £2466.89 | $3995.00 | €3133.71

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"Many beverages limited by the times of day at which they are most commonly used. Brands could increase consumption frequency by positioning their products for a wider range of occasions and locations, such as milk with meals or juice drinks instead of sports drinks at the gym. Similarly, healthy non-alcoholic beverages such as juice and drinkable yogurt can be better positioned as snacks."
– Marla Commons, Food & Drink Reports

This report looks at the following areas:

- Can juice and milk extend beyond their primary use as breakfast drinks?
- How can sports drink brands increase consumption frequency?
- How can healthy non-alcoholic beverages be better positioned as snacks?

Consumers are most likely to drink a wide range of non-alcoholic beverages at home rather than away from home, limiting the number and type of locations and occasions upon which they drink them. While beverages such as milk, juice, coffee, soft drinks, and bottled water enjoy relatively high penetration, daily consumption is significantly lower than general consumption of these beverages. Much of this limitation is fueled by perceptions of specific drinks as best suited for only one meal time—such as milk or juice for breakfast—which hampers their potential for use during other parts of the day or with other types of meals. Additionally, consumers often associate specific drinks with certain characteristics that also limit their occasions for use. For example, while seven in 10 respondents perceive milk as healthy, far fewer associate it with refreshment or functionality. Brands of non-alcoholic beverages must do more to position their products as suitable for a wider range of occasions to encourage more frequent consumption.

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

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Locations for Non-alcoholic Beverage Consumption

Attitudes toward Location of Consumption

Attitudes toward Timing of Non-alcoholic Beverage Consumption

Consumption and Consumption Timing of Various Non-alcoholic Beverages

Characteristics Associated with Carbonated Soft Drinks

Characteristics Associated with Juice and Juice Drinks

Frequency of Tea and Ready-to-drink Tea Consumption

Key points

Loose leaf, bagged, single-cup tea use much higher than RTD

Figure 58: Frequency of tea consumption, by gender, November 2013

18-34s most likely to drink RTD tea

Figure 59: Frequency of tea consumption, by age, November 2013

Presence of children translates to higher tea consumption

Figure 60: Frequency of tea consumption, by presence of children in household, November 2013

Frequency of Milk Consumption

Key points

Milk has high penetration

Figure 61: Frequency of milk consumption, by age, November 2013

Presence of children indicates higher and more frequent consumption

Figure 62: Frequency of milk consumption, by presence of children in household, November 2013

Frequency of Drinkable Yogurt and/or Kefir Consumption

Key points

Relatively low penetration for kefir and yogurt drinks

18-34s most likely to report any consumption

Figure 63: Frequency of drinkable yogurt and/or kefir consumption, by age, November 2013

Households with kids most likely to use yogurt drinks

Figure 64: Frequency of drinkable yogurt and/or kefir consumption, by presence of children in household, November 2013

Race and Hispanic Origin

Key points

Blacks report most likelihood to consume juice

Figure 65: Frequency of juice, juice drinks, or smoothies consumption, by race/Hispanic origin, November 2013

Blacks most likely to report any consumption of bottled water

Figure 66: Frequency of uncarbonated or still bottled water consumption, including flavored water, by race/Hispanic origin, November 2013

Hispanics, Blacks over index for consumption of sports drinks

Figure 67: Frequency of sports drink consumption, by race/Hispanic origin, November 2013

Whites least likely to report any consumption of energy drinks

Figure 68: Frequency of energy drinks and/or shots consumption, by race/Hispanic origin, November 2013

Asians, Hispanics most likely to consume RTD coffee daily and weekly

Figure 69: Frequency of coffee consumption, by race/Hispanic origin, November 2013

Asians most apt to report any tea consumption

Figure 70: Frequency of tea consumption, by race/Hispanic origin, November 2013

Asians, Hispanics most apt to report any consumption of drinkable yogurt

Figure 71: Frequency of drinkable yogurt and/or kefir consumption, by race/Hispanic origin, November 2013

Blacks, Hispanics most apt to say a healthy morning drink is important