

Non-Alcoholic Beverages Occasions - US - January 2014

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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.

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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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