

Carbonated Soft Drinks: Spotlight on Natural/Craft - US - June 2015

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"The CSD category has faced several years of sales declines. The category struggles as the diet CSD segment sours and leading companies increase prices to make up for lost sales volume. Opportunities exist in the category to strengthen brand trust, authenticity, and experience, particularly through trending natural and craft CSDs segments."
- Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Category sales are declining
- Unfamiliarity, high prices hinder success in craft segment
- Health concerns continue to plague category

For the purposes of this report, Mintel has used the following definition: Carbonated soft drinks (CSDs) are non-alcoholic beverages that have added carbonation. This includes beverages with a range of flavors, sweeteners, and colors. Colas, non-colas, craft, natural, and Stevia-sweetened CSDs are combined in the regular and diet segments.

This report spotlights natural/craft CSDs because of their growing popularity and better-for-you and natural trends. Mintel defines these as CSDs labeled as natural, feature real sugar and/or plant-based sweeteners, and/or contain 100% natural ingredients. Craft CSDs are defined as being manufactured in small batches, includes more natural ingredients, and/or is labeled as "craft" or "hand-crafted."

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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

What you need to know

Definition

Executive Summary

The issues

Category sales are declining

Figure 1: Total US sales and fan chart forecast of carbonated soft drinks, at current prices, 2010-20

Unfamiliarity, high prices hinder success in craft segment

Figure 2: Negative craft CSD attributes, March 2015

Health concerns continue to plague category

Figure 3: Attitudes and behaviors toward craft and natural CSD, March 2015

The opportunities

Interest in craft and natural

Figure 4: Craft CSD interest, March 2015

Opportunities to highlight natural/premium ingredients

Figure 5: Positive craft CSD attributes, March 2015

Evolution of expectations

Figure 6: Attitudes and behaviors toward craft and natural CSD, March 2015

What it means

The Market - What You Need to Know

Category sales declines forecast to continue

Regular segment sees positive gains, diet decline continues

Race, presence of children drive CSD consumption

Market Size and Forecast

Category decline to continue

Figure 7: Total US sales and fan chart forecast of carbonated soft drinks, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of carbonated soft drinks, at current prices, 2010-20

Figure 9: Total US retail sales and forecast of carbonated soft drinks, at inflation-adjusted prices, 2010-20

Market Breakdown

Regular CSDs recover slightly; diet continues to suffer

Figure 10: Total US retail sales and forecast of carbonated soft drinks, by segment, at current prices, 2010-20

Segments struggle through 2020

Figure 11: Total US retail sales and forecast of carbonated soft drinks, by segment, at current prices, 2010-20

Retail sales stagnant from 2013-15

Figure 12: Total US retail sales of carbonated soft drinks, by channel, at current prices, 2013 and 2015

Natural channel sales grow 14.3% from 2013-15

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Figure 13: Natural supermarket sales of carbonated beverages, at current prices, rolling 52 weeks February 2013-February 2015

Natural sugar, sweetened CSDs experience growth

Figure 14: Natural supermarket sales of carbonated beverages, by type of sweetener, at current prices, rolling 52 weeks ending 2/24/13 and 2/22/15

Market Factors

Hispanic and Asian populations growing

Figure 15: Population by race and Hispanic origin, 2010-20

Presence of children influences consumption

Older Millennials

Figure 16: Households with own children, by age of householder, 2013

Hispanics and Asians

Figure 17: Households with own children, by race and Hispanic origin of householder, 2013

Key Players – What You Need to Know

Leading company MULO sales stall

Regular CSDs post slight gains

Diet CSDs MULO sales continue to decline

Manufacturer Sales of CSDs

Leading company sales remain flat

Manufacturer sales of carbonated soft drinks

Figure 18: MULO sales of carbonated soft drinks, by leading companies, rolling 52 weeks 2014 and 2015

What's Working?

Regular Coca-Cola brands' dollar sales recover slightly

Figure 19: Coca-Cola brand consumption, trended 2010-14

Fanta continues growth

Dr Pepper flagship a priority

Figure 20: Dr Pepper brand consumption, trended 2010-14

Squirt, ginger ale brands help fuel growth

Figure 21: Ginger Ale brand consumption, by brand, trended 2010-14

PepsiCo commits to Mountain Dew

Figure 22: Mountain Dew brand consumption, trended 2010-14

Figure 23: MULO sales of regular soft drinks, by leading companies and brands, rolling 52 weeks 2014 and 2015

Who's Struggling?

The fall of artificial sweeteners in CSDs

Diet consumption decreasing

Figure 24: Diet CSD consumption, by brand, trended 2010-14

Figure 25: Diet CSD consumption-average # of drinks in last 7 days, by brand trended 2010-14

New campaigns to win back drinkers

Private label

Figure 26: Store brand CSD consumption, by type, trended 2010-14

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Figure 27: MULO sales of regular soft drinks, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 28: MULO sales of diet soft drinks, by leading companies and brands, rolling 52 weeks 2014 and 2015

What's Next? – Natural and Premium

- Natural CSDs
- Real ingredients
- Unique flavor experiences
- Naturally sweetened
- Natural CSDs with plant-based sweeteners dominate diet sales growth
- Leading companies get sweet, naturally
- Craft CSD pick up
- National craft brewers

What's Coming? – Evolution to Carbonated Beverages

- Healthy sodas
- Kombucha soda
- Soda by another name
- Non-alcoholic sparkling/carbonated beverages
- CSD alternative and a mixer

The Consumer – What You Need to Know

- Consumers interested in craft
- Millennials, parents, Asian and Hispanics core craft/natural consumers
- Natural perceived as healthier

Craft Interest

- 44% of non-drinkers interested in trying craft CSDs
Figure 29: Craft CSD interest, March 2015
- Real, premium ingredients strongest draw
Figure 30: Positive craft CSD attributes, March 2015
- Unfamiliarity, high price reasons for disinterest
Figure 31: Negative craft CSD attributes, March 2015

Millennials Core Craft Consumers

- Opportunity with older Millennials
Figure 32: Craft CSD consumption – Any consumption, by generations, March 2015
- Young Millennials open to trial
Figure 33: Craft CSD interest, by generation, March 2015
- Natural ingredients drive interest
Figure 34: Positive craft CSD attributes, March 2015
- Young Millennials unfamiliar, older Millennials price sensitive
Figure 35: Negative craft CSD attributes, by generation, March 2015

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Non-Millennial Craft Potential

Some craft interest, opportunities with Gen Xers

Figure 36: Craft CSD interest, by generations, March 2015

Fathers and Mothers Heavy Craft Users

Fathers are core consumers, opportunities with mothers

Figure 37: Craft CSD consumption – Any consumption, by parental status, March 2015

Parents interested in craft trial

Figure 38: Craft CSD interest, by parental status, March 2015

Ingredients most important

Figure 39: Positive craft CSD attributes, by parental status, March 2015

Health, high prices fuel disinterest

Figure 40: Negative craft CSD attributes, by parental status, March 2015

Asian and Hispanic Craft Users

Asians and Hispanics are heavy craft users

Figure 41: Craft CSD consumption – Any consumption, by race and Hispanic origin, March 2015

Interest/disinterest similar across race groups

Figure 42: Craft CSD interest, by race and Hispanic origin, March 2015

Craft Purchase Locations

Stronger craft presence at supermarkets, mass merchandisers

Figure 43: Craft CSD purchasing locations, March 2015

The Natural CSD Consumer

Millennials

Figure 44: Natural and Stevia-sweetened CSD consumption – Any consumption, by generations, March 2015

Parents

Figure 45: Natural and Stevia-sweetened CSD consumption – Any consumption, by parental status, March 2015

Hispanics and Asians

Figure 46: Natural and Stevia-sweetened CSD consumption – Any consumption, by race and Hispanic origin, March 2015

Natural CSD Association with Health

Natural/organic CSDs perceived as healthier/more nutritious

Aversions to artificial sweeteners

Figure 47: Attitudes and behaviors toward natural CSDs, March 2015

Natural CSD Purchase Locations

More options at supermarket, mass merchandiser

Figure 48: Natural CSD purchasing locations, March 2015

Providing a Flavor Experience

Figure 49: Attitudes toward craft/natural CSDs

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Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Regular soft drinks

Figure 50: Total US retail sales and forecast of regular soft drinks, at current prices, 2010-20

Figure 51: Total US retail sales and forecast of regular soft drinks, at inflation-adjusted prices, 2010-20

Diet soft drinks

Figure 52: Total US retail sales and forecast of diet soft drinks, at current prices, 2010-20

Figure 53: Total US retail sales and forecast of diet soft drinks, at inflation-adjusted prices, 2010-20

Total market by retail outlet

Figure 54: Total US retail sales of carbonated soft drinks, by channel, at current prices, 2010-15

Appendix – Key Players

Figure 55: MULO sales of regular soft drinks, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 56: MULO sales of diet soft drinks, by leading companies and brands, rolling 52 weeks 2014 and 2015

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