

Carbonated Soft Drinks - US - April 2017

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"The CSD (carbonated soft drink) market continued to struggle from 2015-16, with sales falling and effective stagnation forecast through 2021. While the vast majority of consumers use CSDs, the mature market is struggling to grow as users seeking more-healthy options cut back and turn instead to BFY (better for you) beverages."

- Mimi Bonnett, Director - Food and Drink, Foodservice

This report looks at the following areas:

- CSD users often also enjoy BFY drinks, and report increasing BFY consumption
- BFY drinks, concerns with sugar and additives drive down CSD usage

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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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