

June 2018

Beverage Packaging Trends - US

"Innovation in format, functionality, design and customization have made beverage packaging a key feature of new product launches in the category. Packaging innovation can be an especially effective way to engage with key consumers groups such as those aged 18-34 and parents. Challenges lie in creating distinctive packaging in this ...

Juice and Juice Drinks - US

"Total sales of juice are in decline due to falling sales of 100% juice and bottled smoothies paired with flat juice drink sales. Changing perceptions around the healthfulness of juice and competition from other drinks is causing consumers to choose other drinks over juice. New juice products that better target ...

May 2018

Energy Drinks - US

Sales grew an estimated 5.6% in 2017, bringing the energy drink/shot market to \$13.4 billion. Positive growth of 4-5% per year is forecast through 2022, when the market is expected to reach about \$16.9 billion. The dominant energy drink segment, with 91% market share, has been ...

April 2018

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Carbonated Soft Drinks - US

The mature \$36.2 billion CSD (carbonated soft drink) market faces competition from RTD (ready to drink) coffees, energy drinks, sparkling waters, and BFY (better-for-you) options. Growth opportunities lie in targeting the occasions when CSDs offer unique benefits and focusing on functional and aspirational qualities that set these apart from ...

On-premise Alcohol Trends - US

Sales of alcohol on-premise are rising year-over-year thanks to consumers' interest in premium alcoholic beverages. While the market is growing, competition among bars/restaurants has never been stronger. Foodservice establishments must contend with consumers' preference for drinking at home and must prepare for the next generation of on-premise consumers. Establishments ...