

June 2016

Carbonated Soft Drinks - US

"Total retail sales of CSDs (carbonated soft drinks) remained flat from 2015 to 2016 estimate – the result of a shift in consumer preferences for BFY (better-for-you) beverages; backlash from artificial ingredients and sweeteners, and high sugar content; and increasing competition from other drink innovations entering the market."

- Elizabeth Sisel ...

Beverage Packaging Trends - US

"The non-alcoholic drink market has grown moderately from 2010-15. As consumers look for healthy and functional beverages that fit their lifestyles, categories with traditionally high market penetration are losing share to smaller, trending beverages that focus on nutritional benefits and added function. Innovation across the board features natural and high-quality ...

May 2016

Energy Drinks - US

"Total retail sales of energy drinks and shots posted estimated gains in 2015, thanks to the success seen in the energy drink segment. Total category sales are expected to continue upward as consumers search for functional drinks that meet their energy needs."

- Elizabeth Sisel, Beverage Analyst

On-premise Alcohol Trends - US

"Sales of alcohol at bars, restaurants, and other establishments continue to grow as consumers feel relatively positive about the US economy. The alcohol industry is continually adapting to new consumer preferences including the movement toward craft beer, lower alcohol drinks, and cocktails made with the freshest ingredients. Bars/restaurants can ...

April 2016

Nutritional and Performance Drinks - US

"Mintel estimates the nutritional and performance drink category continued its moderate growth, with dollar sales increasing 6% in 2015. The category benefits from growing consumer attention toward healthy living, and provides a convenient and efficient means of helping them meet goals."

Non-dairy Milk - US

"Total non-dairy milk sales are expected to continue upward as consumers search for better-for-you alternatives to dairy milk, and as plant-based alternatives continue to trend to meet a variety of consumers' dietary needs. Flavor, function, and nutritional innovation will help keep consumers interested and attract new audiences, while the wide ...