

Carbonated Soft Drinks - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on carbonated soft drinks
- CSD competitive landscape and occasions
- Changes in CSD purchase
- Interest in CSD sweeteners
- Interest in CSD innovation

Even before the pandemic, the largest non-alcoholic beverage category, CSDs, was showing signs of renewal finding modest growth that has topped \$39B. This growth was largely fueled by innovation that worked to lessen a not so healthy reputation. Changes to daily routines including working and learning from home disrupted meal and drink time have created new opportunities for packaged CSDs and brands have leaned into innovation to help sustain this momentum. Still, the hallmarks of the category reflect its dominance and its growth in 2020: products that deliver on enjoyment, refreshment and nostalgia. While the non-alcoholic beverage industry grows increasingly crowded, brands can remind consumers of why they love CSDs while using innovation to keep consumers treating themselves with CSDs.



"Successful innovation in flavors, formats and formulations – especially in the diet segment – paired with sophisticated distribution networks buoyed sales. Still, health concerns will continue to present challenges in a highly competitive market with many BFY alternatives."
- Mimi Bonnett, Director – US Food and Drink

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