Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The carbonated soft drink market is continuing to decline as consumers are driven away by artificial sweeteners, high sugar content, and other ingredient concerns. The CSD category is an easy target as other beverages innovate and entice consumers away from sodas."
– Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Are consumers drinking other beverages to replace CSDs?
- Is ingredient transparency drawing too much negative attention to CSDs?
- Soda Tax

Although the carbonated soft drink category's household penetration rate remains high at 91.4%—only a slight drop from last year's 92.2%, according to Information Resources Inc. Builders Panel data—consumers are continuing to drink less CSDs. Category sales experienced consistent declines beginning in 2012, decreasing 2.4% from 2012 to 2013. Sales are estimated to continue to decrease in 2014 another 2.9% to $41.1 billion, according to Mintel research. Consumer's attention to health and other beverage categories is driving cutbacks, particularly in the diet soft drink segment, which experienced a 13.3% decline in dollar sales from 2012-14. Only the seltzer, tonic, and club soda segment saw growth, likely benefiting from the popularity of sparkling and bottled waters.

Manufacturers are innovating with flavors, packaging, and natural sweeteners to hold consumer's interest, while connecting their brands with better lifestyles outside of health benefits. However, the industry is forecast to continue to decline through 2019 and more engagement and positive perceptions are needed to hold the interests of today's consumers.

This report builds on the analysis presented in Mintel's *Carbonated Soft Drinks—US, June 2013* as well as similar reports from June 2013, February 2012, August 2010, June 2009, February 2003, May 2008, April 2007, and March 2006.

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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