Carbonated Soft Drinks - US - June 2016

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.

"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 Analyst

This report looks at the following areas:

- Diet carbonated soft drinks struggle, overall category sales flat
- High cross-consumption with sparkling waters
- Slight declines in volume consumption, steeper consumer exit rate

Overall category sales at current prices are expected to remain positive but have started to plateau. Mintel forecasts this line of trajectory to continue through 2021 as companies and brands balance volume sales loss with price increases and new packaging formats and innovation continues to meet current consumer trends surrounding health and premiumization.

For the purposes of this Report, Mintel has used the following definition: Carbonated soft drinks are non-alcoholic beverages that have added carbonation. This includes beverages with a range of flavors, sweeteners, and colors. Colas, non-colas, craft, natural, and stevia-sweetened CSDs are combined in the regular and diet segments.

This Report divides the market into two segments:

- Regular carbonated soft drinks, including full-calorie and reduced/mid-calorie soft drinks
- Diet or zero-calories soft drinks

Excluded from this Report are flavored and unflavored sparkling water brands such as Perrier, carbonated energy drinks, such as Red Bull, and alcoholic beverages. Sales of carbonated beverages through fountains and foodservice (restaurants, cafeterias, food trucks) are also excluded.

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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