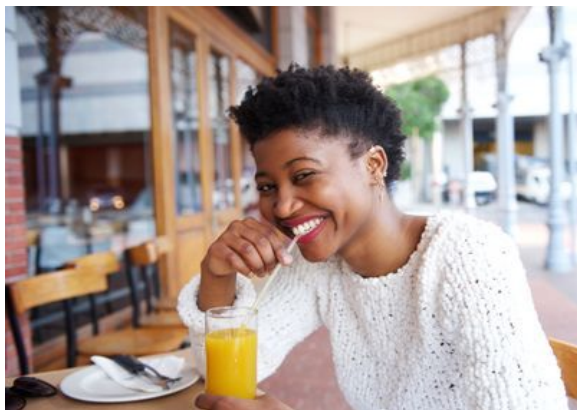


Black Consumers and Non-Alcoholic Beverages - US - December 2017

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Black consumers are estimated to spend \$10.9 billion dollars on non-alcoholic beverages in 2017, a 2.3% increase vs 2016. Carbonated beverages rank first in sales among Black households, even while these consumers switch to healthier as well as naturally sweet beverages to quench their thirst and please their palate.

This report looks at the following areas:

- Black household spend on beverages will reach \$10.9 billion in 2017
- Black consumers are substituting artificial ingredients for natural and organic beverages
- Healthier beverage consumption is a concern for all Black consumers

Black consumers like to see a wide breadth of new and innovative beverages where they usually shop, and are willing to try them, if they are familiar with the brand and product flavors. Black consumers are a prime prospect to showcase natural flavors and sweeteners that taste just as good, but are healthier options for them and their families to drink.

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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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