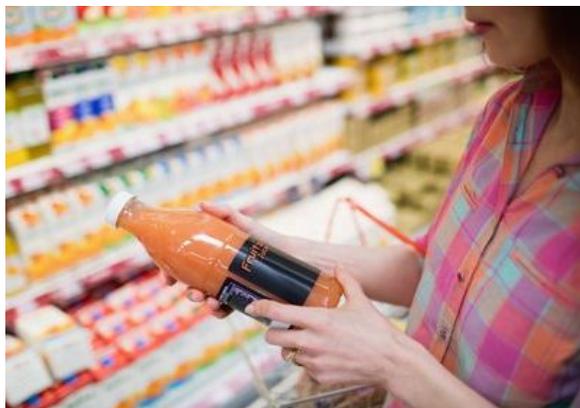


Beverage Blurring - US - January 2018

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10% of US adults drink hybrid/fusion drinks in a typical day. While this is dwarfed by more commonly consumed drinks, such as water (81%), carbonated soft drinks (44%), and juice (43%), it's not a bad showing. Good taste drives consumers' beverage choices.

This report looks at the following areas:

And while hybrid drinks can capture attention through flavor (pulling from across categories to meet a range of flavor interests and drinking occasions), a strong selling point may come in the form of health. Hybridization can allow for the lowering of sugar totals in struggling categories, and the enhancement of nutrition and functionality across the board.

- 10% of US adults drink hybrid drinks
- Drinks struggle with health; hybrid drinks may be bright spot
- 70% of consumers drink the beverages they do because they taste good

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