

# Carbonated Soft Drinks - US - 2023

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## This report looks at the following areas:

- Types and frequency of CSDs consumed
- Factors considered when choosing a CSD
- Interest in CSD flavors
- Occasions best suited to CSD consumption
- Attitudes towards CSDs

Consumers aspire to cut back on CSDs, but the category has cemented its role as an affordable and reliably tasty treat, one that fits into emerging and holistic definitions of health and wellness.

Innovation momentum in non-alcoholic beverages will encourage trial, but the high prices associated with many functional, BFY, and sustainable non-alcoholic beverages will deter consumers from forming new habits that are as sticky as their indulgence in CSDs. Most category participants are frequent CSD drinkers and have remained so through inflation. These steadfast habits are unlikely to be significantly impacted by competition for now. Even as consumers look to healthier formulations, their core needs from CSDs remain the same: taste and the experience of a treat.

Still, brands have opportunities to meet consumers changing needs, expanding CSD occasions to fit post-pandemic lifestyles, with continued positioning CSDs as a source of enjoyment and respite in uncertain, stressful times.

Innovative flavor combinations that pair the familiarity of classics with the functionality of novel ingredients will appeal to younger consumers who are eager to try uniquely flavored CSDs. These groups, will also respond well to marketing that pairs CSDs with meals, snacks, gaming, and social occasions, and digital activation.



“Enjoying CSDs isn’t antithetical to consumers’ wellness aspirations, and they don’t expect reformulations to be overtly healthy. Rather, brands can help consumers make CSDs an essential part of their desired lifestyles, acting as a reliable source of enjoyment and indulgence.”

– Varchasvi, Analyst, US  
Foodservice and Mintel Menu Insights

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