The Global Multiple Beverage Marketplace

2022 Edition (Published February 2023. Data through 2021. Market projections through 2026.) Excel tables plus an executive summary.

This research report offers worldwide and country by country beverage data. It includes volume, growth and per capita consumption statistics for eleven major beverage categories. Developments by beverage type and country round out the coverage provided in this comprehensive international report that helps marketers get a comparative view of the size, growth patterns and market share by country for each beverage category. Data is augmented by an overview of key developments in the global beverage industry including discussion of the impact of the coronavirus pandemic.

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HAVE QUESTIONS?

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The answers you need

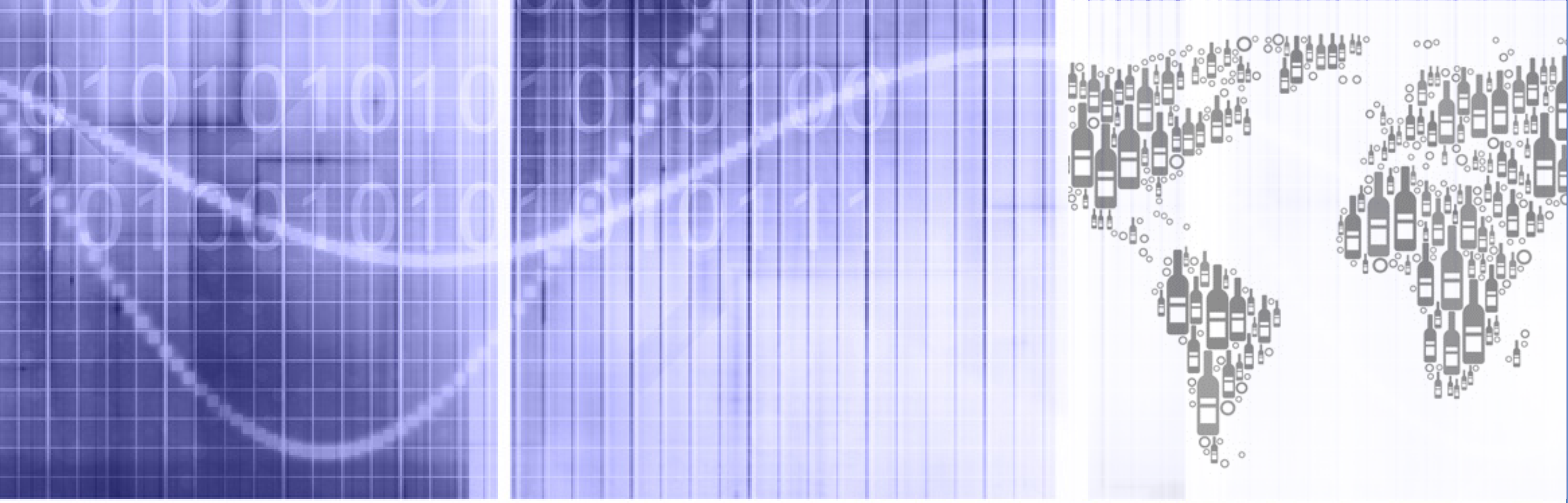
Put the world into perspective with this research study that looks at international alcohol and non-alcohol beverages across key sectors. Questions answered include:

- How do various countries around the world compare in overall and average consumption of beer, carbonated soft drinks, milk, tea, wine and other beverages?
- How large is the global sports beverage market? What about the energy drink market?
- How have the rankings and output of the leading coffee producing nations changed?
- How do various countries' market share rankings compare? Which country's consumers lead the world in bottled water consumption? Which leads in beer?
- What will consumption statistics look like for each beverage category by 2026?

This multiple beverage industry report features

This multiple beverage industry report features a comprehensive overview of the international beverage marketplace and includes:

- A bird's eye view of the commercial beverage industry as a whole, including an executive summary describing key developments.
- A break-down of the industry down by volume by beverage category, including per capita consumption figures.
- Coverage of beer, bottled water, carbonated soft drinks (CSDs), coffee, distilled spirits, energy drinks, fruit beverages, milk, sports beverages, tea and wine.
- Beer production and consumption volume, growth and share by country.
- Bottled water global consumption, share and growth by country.
- Carbonated soft drink consumption and per capita data by country.
- Coffee production and consumption by country.



The Global Multiple Beverage Marketplace

Beverage Marketing Corporation

The Global Multiple Beverage Marketplace

February 2023

BEVERAGE MARKETING CORPORATION

RESEARCH ● DATA ● CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Tea, a beverage with deep roots in the world's two most populous countries as well as its variety of flavors and health benefits that make it appealing to consumers around the world, ranked as the number-one beverage by volume in 2021. Bottled water surpassed milk, a staple around the globe, to become the number-two category by volume several years earlier and remained second in 2021. However, the quantity of tea, packaged water and milk consumed remained far less than the amount of non-packaged water, which accounts for the bulk of humans' liquid consumption. Yet packaged water was the third fastest growing major beverage category over the 2016-to-2021 period. (Only the comparatively tiny energy and sports drink categories moved faster.) As a result of the pandemic, most categories declined in 2020. (Milk, coffee and energy drinks were the exceptions.) All but coffee grew in 2021.

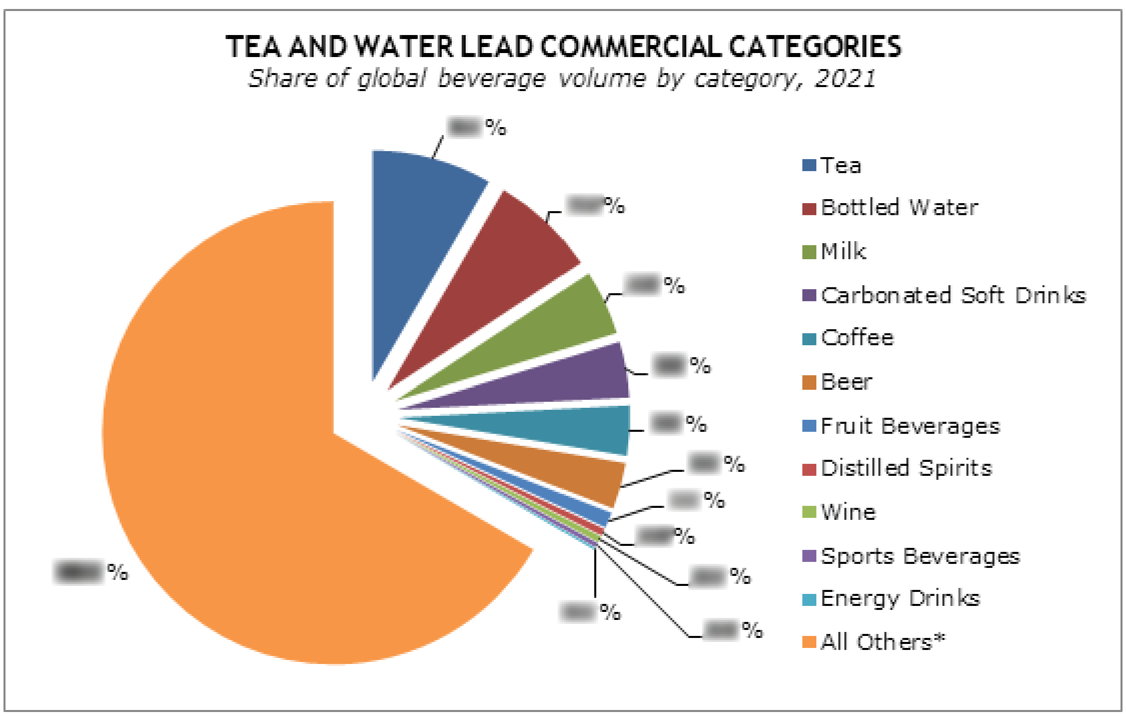
- With the equivalent of 4.8 billion hectoliters (126.6 billion gallons), tea led the field with approximately 8.4% of all the liquid consumed by human beings around the world during 2021.
- Bottled water first surpassed the 1-billion-hectoliter mark in 2000 on growth of nearly 10%, and it maintained strong if slightly slower growth in several subsequent years. Its volume approached 4.2 billion hectoliters in 2019 before dipping to 4.0 billion in 2020. Volume surpassed 4.2 billion hectoliters in 2021. The category's share of total liquid consumption volume increased from 6.6% in 2016 to 7.4% in 2022, which put its percentage of total beverage volume nearly 3 points higher than milk's market share.
- Consequently, milk stood in third place with a 4.5% share in 2021.
- The total amount of cow milk produced in any given year greatly exceeds the volume of tea brewed, but of course not all milk is distributed in liquid form.
- Moreover, significant but immeasurable quantities of fluid milk are used in non-beverage form, which even before being surpassed by bottled water complicated its claims to number-two status.
- In 2021, CSD volume grew after having inched very slightly downward in 2020. CSDs accounted for 3.9% of global beverage consumption, only a bit smaller than the share they had five years earlier.
- While CSDs remain popular, and in some markets are the largest commercial beverage category, they have faced an array of challenges, from contamination scares in India to concerns about their impact on consumers' waistlines.
- Concerns about CSDs' healthfulness coupled with a recessionary economy earlier in the century contributed to volume losses in the United States, which continued in 2020, and were exacerbated by the pandemic. Thus, 2021's growth may not signal a turnaround for the category.

Exhibit 1.2

U.S. BEVERAGE MARKET
SHARE OF VOLUME BY CATEGORY (r)
2016 – 2022(P)

Categories	2016	2017	2018	2019	2020	2021	2022(P)
Bottled Water	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Carbonated Soft Drinks	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Coffee	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
RTD Coffee	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Beer	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Milk	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Tea	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
RTD Tea	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Fruit Beverages*	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Sports Beverages	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Energy Drinks	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Wine	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Value-Added Water	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Distilled Spirits	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Subtotal	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
All Others**	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
TOTAL	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%

(r) Revised
(P) Projected
** Includes liquid fruit juice and fruit drinks; excludes powdered fruit drinks and vegetable juices.*
*** Includes vegetable juices, powders and miscellaneous others.*
Source: Beverage Marketing Corporation; Adams Beverage Group; Distilled Spirits Council of the United States; Florida Department of Citrus; International Dairy Foods Association; U.S. Tea Association



** Includes all other beverages, commercial and non-commercial, such as tap water.*
Source: Beverage Marketing Corporation