

2024 BMC REPORTS

BEVERAGE
MARKETING
CORPORATION

IDENTIFY AND SEIZE YOUR NEXT GREAT MARKET OPPORTUNITY

Let our data, analysis and forecasts inform your decisions. Turn to Beverage Marketing Corporation (BMC) for the market perspective you need to define your future.

Total Market View: Get the latest trends and forecasts in adult beverages, functional drinks, waters and everything in between. Choose from 35+ titles. BMC covers all beverage segments, offering accurate, granular, all-sales-channel inclusive data and exclusive five-year projections.

The Bottom Line: Wherever a beverage is sold or consumed, you can be confident it is included in our market totals.

How BMC Reports can help you meet your goals:

- Utilize BMC's exclusive projections, current data and historical perspective to develop informed strategic plans
- Analyze beverage segments and assess competition
- Benchmark your progress and performance
- Verify your hunches and validate your conclusions
- Identify whitespace and jumpstart innovation

Count on BMC: The beverage industry's go-to resource since 1972.

- Choose from 35+ titles
- View detailed tables of content and sample data
- Download reports immediately
- Place advance orders
- Plan for the future with BMC's exclusive five-year forecasts



Visit bmcreports.com

BETTER DATA = BETTER DECISIONS GET THE BMC REPORT ADVANTAGE

1 Leverage our unparalleled industry expertise developed through 50+ years of tracking, analyzing and advising the global beverage industry.

2 Benefit from our unsurpassed relationships with key decision makers throughout the beverage industry.

3 Access the most reliable total U.S. market data in the industry, with depth of data you won't find anywhere else.

4 Get total market, on- and off-trade sales data. Wherever a beverage is sold or consumed, it is included in our market totals.

HAVE QUESTIONS? Contact: Charlene Harvey 212-688-7640 ext. 250 | charvey@beveragemarketing.com

2024 BMC REPORTS AND DATABASES

UNLEASH THE DATA

MARKET REPORTS: <i>Comprehensive Data/Analysis/Market Implications</i>	Pages	Available	Price
Alkaline & Other Enhanced Waters in the U.S. through 2028 (.doc, .pdf, .xls)	175+	Fall	\$4,595
Alternative Adult Beverages in the U.S. (.doc, .pdf)	80 -100	Summer	\$4,795
Beverage Packaging in the U.S. (.doc, .pdf, .xls)	400+	Fall	\$4,995
Bottled Water in the U.S. through 2028 (.doc, .pdf, .xls)	300+	Summer	\$4,995
Energy Drinks in the U.S. through 2028 (.doc, .pdf, .xls)	175+	Fall	\$4,795
New Age Beverages in the U.S. through 2028 (.doc, .pdf, .xls)	300+	Fall	\$4,995
The Next Wave of No-Alcohol Beverages in the U.S. (.doc, .pdf)	600+	Fall	\$4,995
Private Label Beverages & Contract Packing in the U.S. (.doc, .pdf)	400+	Fall	\$4,995
Ready-to-Drink Tea, Kombucha & Mate in the U.S. through 2028 (.doc, .pdf, .xls)	250+	Fall	\$4,995
MARKET ESSENTIALS: <i>In-Depth Data-Driven Reports</i>	Pages	Available	Price
Almond, Oat & Other Plant Milks in the U.S. through 2028 (.xls, .doc, .pdf)	100 -110	Summer	\$4,795
Beer in the U.S. through 2028 (.xls, .doc, .pdf)	225+	Summer	\$4,795
Carbonated Soft Drinks in the U.S. through 2028 (.xls, .doc, .ppt, .pdf)	290 -300	Summer	\$4,795
Coffee in the U.S. through 2028 (.xls, .doc, .ppt, .pdf)	215+	Winter	\$4,795
The Evolving Sports Drink Market in the U.S. through 2028 (.xls, .doc, .ppt, .pdf)	125+	Fall	\$4,595
Fruit Beverages in the U.S. through 2028 (.xls, .doc, .ppt, .pdf)	380 -400	Spring	\$4,795
Functional Beverages in the U.S. (.xls, .doc, .ppt, .pdf)	175+	Fall	\$4,995
Milk & Dairy Beverages in the U.S. through 2028 (.xls, .doc, .pdf)	100+	Fall	\$4,795
The Multiple Beverage Marketplace in the U.S. (.xls, .doc, .pdf)	90+	Spring	\$4,995
FOCUS REPORTS: <i>Hot Topics & Executive Briefings</i>	Pages	Available	Price
Beverages 2024: What's in Store (.ppt, .pdf)	40+	Spring	\$2,795
Cannabis Beverages in the U.S. (.doc, .pdf)	25	Spring	\$2,995
Coconut, Aloe & Other Plant-Based Beverages in the U.S. (.doc, .pdf)	45+	Spring	\$1,995
Contract Packing Directory Database (.xls)	N/A	Fall	\$4,995
Gut-Health Beverages in the U.S. (.doc, .pdf)	25+	Spring	\$1,995
Hard Seltzer in the U.S. (.doc, .pdf)	30 -50	Fall	\$1,995
High-End Liquid Refreshment Beverages in the U.S. (.ppt, .xls, .pdf)	25+	Fall	\$2,995
New U.S. Beverage Product Database Subscription (1 year subscription)	N/A	Ongoing	\$3,495
No-Alcohol Shots in the U.S. (.doc, .pdf)	25	Spring	\$1,995
Ready-to-Drink Protein & Meal Replacement Drinks in the U.S. (.doc, .pdf)	40+	Spring	\$1,995
Sparkling Water in the U.S. (.doc, .pdf)	55+	Spring	\$1,995
Spirits-Based Ready-to-Drink Cocktails in the U.S. (.doc, .pdf)	30 -50	Summer	\$1,995
TOPLINE MARKET REPORTS: <i>Market Data Overviews</i>	Pages	Available	Price
U.S. Almond, Oat & Other Plant Milks Topline (.doc, .pdf)	20 -30	Summer	\$1,295
U.S. Bottled Water Topline (.doc, .pdf)	30 -40	Summer	\$1,295
U.S. Carbonated Soft Drinks Topline (.doc, .pdf)	20 -30	Summer	\$1,295
U.S. Coffee Topline (.doc, .pdf)	20 -30	Winter	\$1,295
U.S. Energy Drinks Topline (.doc, .pdf)	20 -30	Fall	\$1,295
U.S. Fruit Beverages Topline (.doc, .pdf)	20 -30	Spring	\$1,295
U.S. Milk Topline (.doc, .pdf)	30 -40	Fall	\$1,295
U.S. Ready-to-Drink Tea Topline (.doc, .pdf)	25 -35	Fall	\$1,295
U.S. Sports Drink Market Topline (.doc, .pdf)	20 -30	Fall	\$1,295

DRINKTELL™: IDENTIFY OPPORTUNITIES, PLAN FOR SUCCESS

Annual and quarterly data and five-year forecasts for 30+ alcohol and no-alcohol beverage segments, 60+ sub-segments. All-sales-channel inclusive volume, wholesale and retail dollar stats offer multi-faceted perspective. Key data for 5,000+ companies, 8,000+ brands. Plus ad spending, consumer insights, packaging data, new products database, co-packer capabilities tracker, financial analysis and more.

Call for a free demo today!

EXPLORE MODULAR DATABASES POWERED BY DRINKTELL™

BMC's Beverage Company Database Module

Analyze manufacturers. Track filling and wholesaler networks. Use to grow distribution, conduct due diligence or reach key prospects.

BMC's Beverage Packaging Database Module

Access quarterly and annual packaging units by beverage category, pack material and size. Query co-packer capabilities, etc.

SUBSCRIBE TO BMC'S DATA-DRIVEN NEWSLETTER

The Beverage Strategist™

Concise articles offer key data and insights on a bi-weekly basis. Powered by DrinkTell™ and delivered directly to your inbox! Ask about multi-user discounts.

JUST ASK...

For times when off-the-shelf research just doesn't fit, BMC offers tailored services to meet your unique challenges:

- Custom Research
- Due Diligence
- Expert Witness
- Private Presentations
- Quarterly Briefings
- Strategic and Tactical Market Assessments

HAVE QUESTIONS?

Contact: Charlene Harvey 212-688-7640 ext. 250 | charvey@beveragemarketing.com