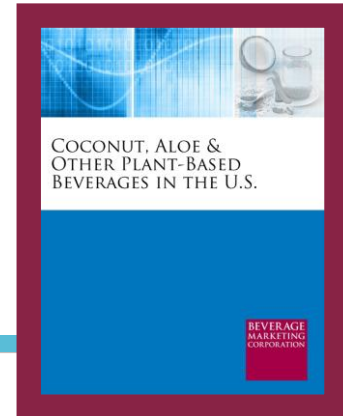


COCONUT, ALOE & OTHER PLANT-BASED BEVERAGES IN THE U.S.

2024 EDITION (Published July 2024. Data through 2023. Market projections through 2028.) More than 45 pages, with extensive text analysis, graphs, charts and tables



As the overall growth of plant-based waters slows, are there segments of the market that have exhibited strong growth that are likely to be sustained into the future?

Beverage Marketing Corporation considers this question in its industry report entitled: *Coconut, Aloe & Other Plant-Based Beverages in the U.S.* This report considers a beverage type that entered people's radar a bit over a decade ago. Now that plant-based waters have become more ensconced in consumers' minds as natural sports beverage alternatives and a source for healthy hydration, it is important to consider the issues that will continue to be important for entrepreneurs and market veterans going forward. The report looks at the coconut water segment which blazed the trail for plant based waters, tracking its growth versus the rest of the plant based water market. It also discusses trends and key brands derived from other botanicals such as maple trees, cactus and aloe which hope to follow in coconut's footsteps.

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HAVE QUESTIONS?

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THE ANSWERS YOU NEED

This brief but insightful market report measures volume and wholesale dollar sales, covers top brands and discusses key issues in the plant-based beverage category. BMC's exclusive five-year projections are also included. Questions answered include:

- How does the coconut water market stack up against the rest of the plant based water market? What size is the market expected to reach in 2028?
- How did the plant-based water segments originate and evolve in the U.S. market? What innovations have taken place to change the face of the segment?
- Which are the leading brands? Which are growing? Which are declining? What market share shifts are taking place? Is the market sewn up by big companies or is there room for smaller players to capture a significant percentage of market share?
- How does plant-based water relate to the rest of the better-for-you beverage market?
- What are the areas in which the market is expected to grow in the next five years? What are the growth drivers going forward? Conversely, which segment is not likely to experience big growth to 2028?

THIS REPORT FEATURES

This report examines an offshoot of the seismic trend in the beverage industry towards plant-based solutions. The presentation of industry research begins with an overview of the plant-based water market. It then analyzes various brands and the companies behind them, taking note of innovations they have achieved and the marketing strategies behind them.

After outlining this context, the report describes the issues likely to determine what is next in the U.S. plant-based beverage marketplace and projects market size five years into the future. In this report, readers get a thorough understanding of all facets of the plant-based water market including:

- Wholesale dollar sales and volume of the plant-based beverage market going back to 2015. Discussion of the main competitors and their likely prospects, including analysis of the strategies of the largest brands in the segment. Brands discussed include: Vita Coco, Zico, Harmless Harvest, C2O, Obrigado Coconut Water, Blue Monkey, Waikoko, Eliya Coconut Water, Taja Coconut, CoAqua Coconut Water, Buddha Brands, Once Upon a Coconut, 100 Coconuts, Genius Juice, Treo Fruit & Birch Water, Sap!, True Nopal Cactus Water, Sapsucker, Caliwater, Pricklee, Pickle Juice, Tsamma Watermelon/Sarah's Homegrown.
- Historical and current data includes sales figures, growth rates and market shares for brands including: Vita Coco, OKF, Zico, Viloe, C2O, alo, Harmless Harvest, ONE, Tropiking, Aloe Gloe, Taste Nirvana, Naked Coconut Water, WTRMLN WTR, Zola, True Nopal, DRINKmaple, Coco Libre.
- Analysis of the prospects of the plant-based water market in the next five years, with Beverage Marketing's wholesale dollar and volume category projections to 2028.



COCONUT, ALOE & OTHER PLANT-BASED BEVERAGES IN THE U.S.

**BEVERAGE
MARKETING
CORPORATION**

Coconut, Aloe & Other Plant-Based Beverages in the U.S.

July 2024



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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As often happens with cutting-edge new segments, coconut water began to show unmistakable signs of momentum in trend-setting cities like New York and Los Angeles but by now it is a familiar feature in beverage sets everywhere in the country and in mass retailers like Walmart.

- The key pioneers — Vita Coco, Zico and ONE — all ramped up their resources, staff and outside alliances to capitalize on the opportunity, constrained mainly by a shortage of juice to pack. Sourced mainly in South America at the category's inception, most brands now are relying heavily on Asian coconuts, helping resolve the supply quandary with fruit that many view as having a more appealing taste for general consumers. There is a terroir aspect to where the coconuts are sourced, in highland versus lowland areas, and areas close to the ocean or further inland, that serves to some extent as a further differentiator among brands. That said, the extended supply lanes have always been a challenge for the segment, compounded recently by the pandemic. Since Vita Coco is publicly traded now, its financial disclosures have made all too clear the burden that soaring shipping rates have levied on its operations, although those now are subsiding.
- Until the advent of the general-market brands, the key player targeting that sector likely was the Amy & Brian's brand, marketed by an importer of other Asian products and packed in somewhat ungainly steel cans with homespun, even amateurish, graphics. Since then Amy & Brian's has taken steps to upgrade its packaging to vie more strongly against the major players and against newer canned entries such as C2O. It remains a strong player in the natural food channel.
- It should be noted that the pressure on canned entries increased when Whole Foods made a major push behind a canned line behind its private-label 365 brand, although the independent brands managed to weather the arrival. And as market leader Vita Coco has freely admitted, the commoditization — perhaps we should say re-commoditization — of the segment has been a concern, as some competitors go deep on price promotion.
- Most expected the marketing challenge to be steep — not least because many American consumers, when they think of coconuts at all, equate coconut water with coconut milk, the canned pulp of the fruit used in heavy dishes like Southeast Asian curries. (Ironically, as they seek growth avenues, Vita Coco and others have begun to market coconut milks and other products, and Vita Coco scored a bona fide hit by incorporating a modicum of coconut milk in its Pressed line so that the coconut water tastes more like what consumers expect from their experience with coconut ice cream and the like.)

U.S. PLANT-BASED WATER BEVERAGE MARKET
SHARE OF VOLUME BY SEGMENT
2017 – 2028(P)

Segment	2017	2018	2019	2020	2021	2022	2023	2028(P)
Coconut Water	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Plant Water*	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
TOTAL	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%

(P) Projected

** Plant water includes water from trees, aloe and other botanicals; excludes coconut water.*

Source: Beverage Marketing Corporation