

BEVERAGES 2025: WHAT'S IN STORE

2025 EDITION (Published February 2025. Data through 2024p. Market projections through 2025.) More than 40 PowerPoint slides, with extensive data and statistical infographics.

Jumpstart your planning and brainstorming sessions with this ready-made PowerPoint presentation that provides an early view of 2024 year-end results for the major beverage categories and a broad range of niche segments, plus an early 2025 forecast for 8 major no-alcohol beverages and key alcohol categories. Get a quick view of market innovation, category winners and losers and key emerging categories and brands to watch this year. Through a series of charts, graphs, infographics and comments, this insightful industry research report looks primarily at non-alcoholic beverage category performance and the key drivers behind the performance. The perfect executive briefing to kick off your planning and training meetings! Also ideal as a complement to individual category or deep dive multiple beverage segment reports.

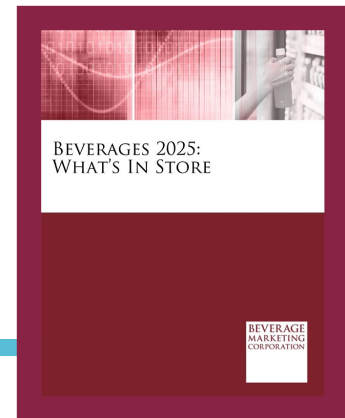
AVAILABLE FORMAT & PRICING



Direct Download
PowerPoint & PDF

\$2,995

To learn more, to place an advance order or to inquire about additional user licenses call: Charlene Harvey +1 740.314.8380 ext. 250 charvey@beveragemarketing.com



FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

INSIDE:

REPORT OVERVIEW

A brief discussion of key features of this report. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

SAMPLE TEXT AND INFOGRAPHICS

A few examples of this report's text, data content layout and style. **8**



**HAVE
QUESTIONS?**

Contact Charlene Harvey: 740-314-8380 x 250
charvey@beveragemarketing.com

**BEVERAGE
MARKETING
CORPORATION**

BEVERAGE MARKETING CORPORATION
P.O. Box 2399 | 143 Canton Road, 2nd Floor
Wintersville, OH 43953
Tel: 740-314-8380 Fax: 740-314-8639

THE ANSWERS YOU NEED

This PowerPoint presentation offers insights and early research results on 8 beverage categories, providing visual category to category comparisons. It also provides a look at major macro-trends impacting current and near future performance. Questions answered include:

- How did the U.S. beverage market perform in 2024, and how is it poised to perform in 2025?
- What are the key macro-trends impacting industry performance today and in the future?
- How has inflation impacted the industry?
- What beverage segments are winning? Which are losing?
- What's happening with new product innovation?
- How is beverage packaging performing?
- What are the key challenges and opportunities that beverage marketers currently face?
- Which beverage categories are likely to grow fastest in 2025?

THIS REPORT FEATURES

This industry report offers a look at key categories and niche segments, offers perspective on the economic and societal trends driving the marketplace and more. Through colorful, data-rich slides, this presentation examines a broad range of beverage categories, with particular focus on the non-alcohol liquid refreshment beverage (LRB) market. This report provides busy executives with a succinct, graphic view of trends and a high-level understanding of the U.S. beverage market:

- Economic and societal trends driving the beverage market.
- Performance of 8 key categories in 2024 and primary alcohol categories.
- Perspective on the market share of a broad range of innovative emerging and niche beverage segments market share vs. more traditional segments.
- Share of stomach results and what market share do the various key categories hold?
- Consumer drivers behind changing consumption patterns.
- Performance comparison of bottled water vs CSD's.
- The latest on emerging sectors and the changing consumer need states driving their rise.
- The rise of adult alternative beverages in the alcohol space.
- Beverage packaging trends.
- Beverage Marketing's projections for marketplace growth in 2025.



BEVERAGES 2025: WHAT'S IN STORE

BEVERAGE
MARKETING
CORPORATION

Beverages 2025: What's in Store

February 2025



RESEARCH • DATA • CONSULTING

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

Copyright © 2025 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953, (740) 314-8380. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

TABLE OF CONTENTS

Introduction

- Beverage Marketing Capabilities----- 6
- Agenda----- 8

I. Market Overview

- Beverage Headlines ----- 9
- Companies, People and Trends in the News ----- 10
- Quarterly GDP Change 1932 – Q3 2024 ----- 11
- Unemployment Rate 1933 – 2024----- 11
- Annual U.S. Consumer Sentiment Index 1999 – 2024----- 12
- U.S. Total Beverage Market Volume Growth 2019 – 2024----- 13
- U.S. Total Beverage Market Volume and Wholesale Dollar Growth 2019 – 2024---- 14
- U.S. Beverage Market Volume Change 2023 – 2024----- 15
- U.S. Liquid Refreshment Beverage Market Volume Growth 2023 – 2024----- 16
- U.S. Beverage Alcohol Market Volume Growth 2023 – 2024 ----- 17
- U.S. Traditional Beverage Market Volume Growth 2023 – 2024----- 18
- U.S. Beverage Market Volume Share by Category 2019 – 2024 ----- 19
- Decade Comparison 2014 – 2024 Which Categories Gained, Which Lost Volume?-- 20
- Unit Pricing Growth by Beverage Segment in 2024 ----- 21

II. Category Updates

- U.S. Carbonated Soft Drink Volume Change 2018 – 2024----- 22
- U.S. Carbonated Soft Drink Market Volume and Dollar Change 2018 – 2024 ----- 23
- U.S. Carbonated Soft Drink Market Volume Share and Growth by Type 2018 – 202424
- Functional CSD Emerging Brands----- 25
- Wholesale Dollars Per Gallon Indexed to 2000 ----- 26
- U.S. Bottled Water Volume Change 2018 – 2024 ----- 27
- U.S. Bottled Water Market Volume Share and Growth by Segment 2018 – 2024--- 28
- U.S. Value-Added Water Volume Change 2018 – 2024 ----- 29
- Enhanced Waters ----- 30
- U.S. Fruit Beverage Volume Change 2018 – 2024 ----- 31
- U.S. Sports Beverages Volume Change 2018 – 2024 ----- 32
- U.S. Energy Drinks Volume Change 2018 – 2024 ----- 33
- Select Offerings and Categories of Today's Emerging Beverages ----- 34
- Niche Categories vs. Traditional LRB Categories Wholesale Dollars and Share of Wholesale Dollars 2023 – 2024----- 35
- Total New Product Introductions ----- 36
- Select New Beverage Introductions ----- 37
- Topline Beverage Alcohol Market Performance, Trends & Projections 2024 – 2025- 38
- Alternative Adult Beverages 2024 ----- 39
- Beverage Alcohol Innovation – Inspired by Refreshment Beverages, Limited by
- Legalities----- 40
- Convergence of Categories and Supply Chains ----- 41

TABLE OF CONTENTS

III. Packaging Trends

- Beverage Packaging Share by Package Type 2018 – 2024 ----- 42

IV. Projections

- Demand for Legal Cannabis Products is Growing ----- 43
- 2025 Liquid Refreshment Beverage Projections Volume and Wholesale Dollar Growth ----- 44
- 2025 Alcohol Beverage Projections Volume and Wholesale Dollar Growth ----- 45
- Beverage Marketing Corporation ----- 46

Convergence of Categories and Supply Chains



Truly Vodka Seltzer



Jack Daniels & Coca-Cola



Fresca Mixed



Lipton Hard Tea



Monster The Beast FMB

1

One of the biggest themes which has emerged is the blurring of lines and the convergence between and among beverage categories

- ▶ Hard seltzer redefined beverage alcohol product norms, opening the door to participation from adjacent parties

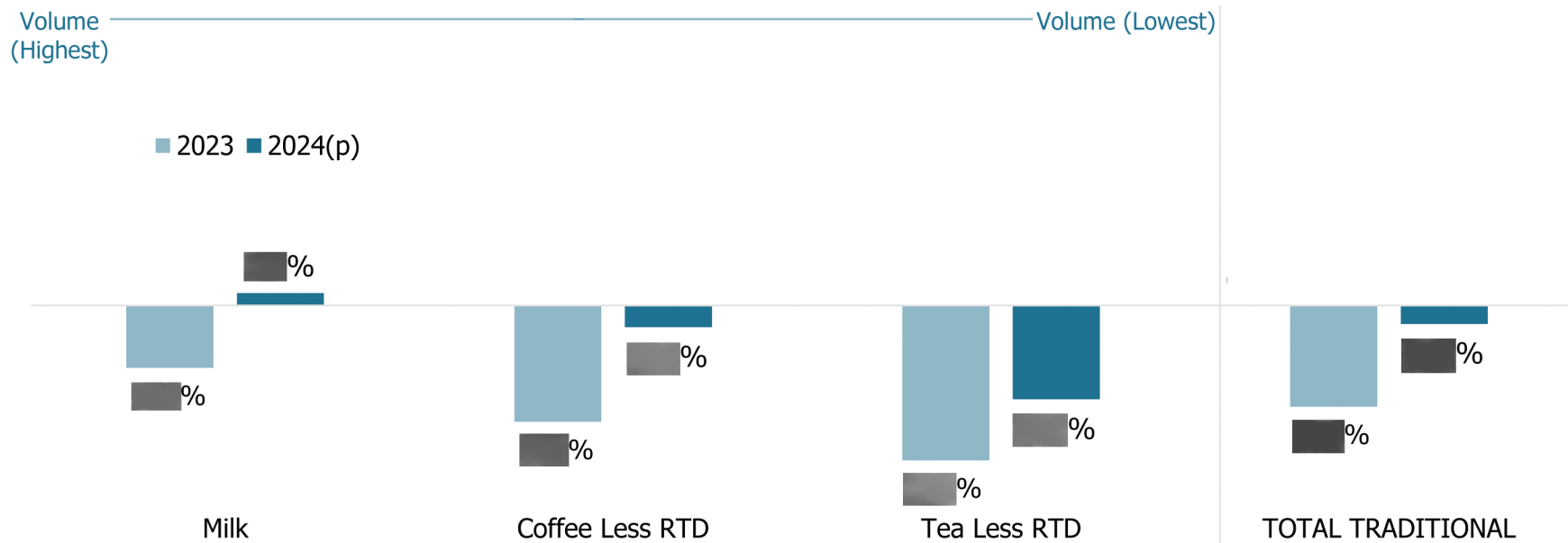
2

This convergence is also occurring at the beverage distribution level

- ▶ Beer wholesalers are getting more involved in LRBs
- ▶ Non-alcoholic bottlers and distributors are now introducing alcoholic beverages, with PepsiCo taking it a step further and launching its own alcohol distributor
- ▶ Direct to consumer alcohol and non-alcohol internet beverage sales will also impact the future beverage distribution landscape

Traditional beverages have lagged in volume performance in recent years

U.S. Traditional Beverage Market 2023 – 2024(p)



(p): Preliminary
Source: Beverage Marketing Corporation

