



**Euromonitor
International**

Soft Drinks in the US

January 2025

Table of Contents

Soft Drinks in the US

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in the US

Growth continues, but sales fail to return to the pre-pandemic level

Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Emerging trends in sparkling flavoured bottled water drive its growth
- Innovation continues to drive growth
- Economy brands close the price gap, affecting the competitive landscape

PROSPECTS AND OPPORTUNITIES

- New products expected in the niche of super premium bottled water
- Bottled water is evolving towards more sustainable packaging solutions
- Shift towards healthier, flavourful alternatives

CATEGORY DATA

- Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2019-2024
- Table 38 - Off-trade Sales of Bottled Water by Category: Value 2019-2024
- Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024
- Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024
- Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024
- Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024
- Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024
- Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024
- Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029
- Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029
- Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029
- Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

Carbonates in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Products that are functional and health-oriented continue to grow
- Volumes decline due to price adjustments and overall inflation
- Balancing growth with sweetness: The role of reduced sugar and natural sweeteners

PROSPECTS AND OPPORTUNITIES

- Affordability could create growth opportunities, but premiumisation will remain on the horizon
- Carbonates will feel the pressure from lifestyle drinks such as sports drinks and energy drinks
- On-trade growth expected to slow significantly, as it has reached 2019 volumes

CATEGORY DATA

- Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 53 - Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 54 - Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

Concentrates in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

- A cost-effective and functional beverage solution
- New brands bring innovation and growth
- Concentrates attracts attention due to their emphasis on price, convenience, and margins

PROSPECTS AND OPPORTUNITIES

- New players will continue to drive growth for concentrates
- Flavour and functionality likely to accelerate moving forward
- Affordability and sustainability will be key to continuing to develop the category

CATEGORY DATA

Concentrates conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 71 - Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Juice in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Coconut water continues to ride its wave of success
- The way consumers perceive health is shaping juice

Consumers increasingly value sustainability claims in juice, and companies use this to achieve their goals

PROSPECTS AND OPPORTUNITIES

Juice faces new challenges as consumers reassess their beverage choices
The future of juice is set to revolve around functionality and health
Innovation in juice likely to focus on blurring category lines

CATEGORY DATA

- Table 84 - Off-trade Sales of Juice by Category: Volume 2019-2024
- Table 85 - Off-trade Sales of Juice by Category: Value 2019-2024
- Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
- Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024
- Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024
- Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
- Table 90 - NBO Company Shares of Off-trade Juice: % Value 2020-2024
- Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024
- Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
- Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029
- Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
- Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

RTD Coffee in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Different routes to growth through different offerings within RTD coffee
US consumers are experiencing increased stress and anxiety, and paradoxically turn to caffeine
Nitro coffee struggles for acceptance due to competition from similar drinks

PROSPECTS AND OPPORTUNITIES

Brands are likely to continue increasing caffeine levels in RTD coffee
Growing consumer interest in additional functional benefits
Could beanless coffee be a sustainable future for coffee?

CATEGORY DATA

- Table 96 - Off-trade Sales of RTD Coffee: Volume 2019-2024
- Table 97 - Off-trade Sales of RTD Coffee: Value 2019-2024
- Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
- Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
- Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
- Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
- Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
- Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
- Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
- Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
- Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
- Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

RTD Tea in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced sugar RTD tea gains momentum amongst health-conscious consumers
Kombucha regains volume growth thanks to innovation and flavour expansion
Major players struggle to find growth, while new ones bring fresh air to the category

PROSPECTS AND OPPORTUNITIES

Brands will focus on low sugar formulations and functional ingredients, yet they must address perceptions of sustainability to succeed
Brand extensions and hybrid products could bring growth to RTD tea
The rising caffeine levels in energy drinks and RTD coffee create a competitive challenge for RTD tea, but also opportunities

CATEGORY DATA

- Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 109 - Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024
- Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Energy Drinks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced sugar energy drinks overtakes sales of regular energy drinks
Flavour innovation continues to drive dynamism in energy drinks
As volume sales start to suffer from high price growth, players take action

PROSPECTS AND OPPORTUNITIES

More flavour options could result in choice overload for consumers
Rising competition for retail space: The impact of distribution, partnerships, and scale
Integrating functional ingredients for enhanced performance and cognitive support

CATEGORY DATA

- Table 121 - Off-trade Sales of Energy Drinks: Volume 2019-2024
- Table 122 - Off-trade Sales of Energy Drinks: Value 2019-2024
- Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
- Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
- Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
- Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
- Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
- Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
- Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
- Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
- Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
- Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

Sports Drinks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports drinks fails to achieve off-trade volume growth amidst rising competition and higher prices
Flying too close to the sun, Prime sees a significant sales decline
Competition for hydration as a need state is rising across categories

PROSPECTS AND OPPORTUNITIES

From sports-centric products to lifestyle drinks and back again?
Hydration is the first priority, but advanced need state positioning is on the horizon
Promotional activity and retail penetration will be key to ensure volume growth

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2019-2024
Table 134 - Off-trade Sales of Sports Drinks: Value 2019-2024
Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-the-us/report.