



**Euromonitor
International**

Soft Drinks in the US

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Soft Drinks in the US

EXECUTIVE SUMMARY

Premiumisation and caution visible in soft drinks in the US

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Functional beverages witness rapid transformation

Affordability remains a key concern

Slower but significant new product development

WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends

Players to invest in innovation and marketing to gain a competitive edge

Climatic imprint on soft drinks

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The leading player innovates and premiumises its offer to stay ahead

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GLP-1 adoption to gain momentum

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WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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Company activity to meet changing industry and consumer trends boosts powder concentrates

WHAT'S NEXT?

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Reformulations to provide functionality without compromising on taste

GLP-1 to influence new product development and marketing

COMPETITIVE LANDSCAPE

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[Juice in the US](#)

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An unhealthy image, legislation and production issues beset juice

INDUSTRY PERFORMANCE

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Coconut and other plant waters adds dynamism to juice in the US

WHAT'S NEXT?

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AI to effect the whole lifecycle of juice in the US

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COMPETITIVE LANDSCAPE

The Coca-Cola Co shows resilience in an ailing category
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[RTD Coffee in the US](#)

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Cold brew offers growth opportunities

WHAT'S NEXT?

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RTD Tea in the US

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Regular still RTD tea pulls down overall category performance

INDUSTRY PERFORMANCE

Reduced sugar still RTD tea continues to gain momentum and has yet to reach its full potential

Kombucha offers growth opportunities amidst the wellness trend

WHAT'S NEXT?

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INDUSTRY PERFORMANCE

Dynamic year of development and growth for energy drinks

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Strong growth opportunities remain amidst challenges

“Clean caffeine” to redefine energy drinks

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INDUSTRY PERFORMANCE

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Young generations present a potentially strong consumer base for reduced sugar sports drinks

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AI to foster new product development, manufacturing, consumer engagement and personalisation

MAHA initiative to shape sports drinks

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