

# Beverage Tracker USA Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

*Beverage Tracker USA Market 2017 - Entry Exit of Key Players, Identify Opportunities and Challenges*

PUNE, INDIA, November 21, 2017 /EINPresswire.com/ -- Summary

United States of America Quarterly Beverage Tracker Q1-17 covering soft drinks, dairy drinks, hot drinks and alcoholic drinks is an essential tool for keeping up-to-date with the latest industry performance and developments on a quarterly basis, covering

- Top line consumption volumes for Q1-2017 vs Q1-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts for all beverage categories.
- Carbonates consumption data for Q1-2017 vs Q1-2016, moving annual totals (MAT), full year 2016 provisional data and 2017 forecasts split by regular vs low calorie, and key flavor.
- An economic mood indicator with an at a glance assessment of industry confidence levels, private label performance vs brands and price trends.
- Insightful and valuable analysis of the drivers behind the latest quarterly trends and assumptions for full year 2017.

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## Scope

- Soft drinks consumption slowed notably in Q1-17, to less than 1% year over year. By comparison, soft drinks volumes had advanced by 2% in the two previous quarters. A number of categories were challenged by slowing growth during the period but clearly the biggest contributor to overall performance was carbonates, which accounted for 35-40% of total soft drinks volumes
- Despite strong performances in packaged and flavored water, carbonates suffered a significant slowdown in demand, as volumes slipped 2% year over year. Regular and low calorie alike experienced losses during the quarter, which marked a change from the last few quarters when regular carbonates actually grew slightly
- Other soft drinks categories of note to undergo some deceleration in growth included energy drinks, still drinks, and sports drinks. On the other hand, packaged water, flavored water, enhanced water and iced/RTD coffee drinks each continued to grow at a very rapid pace
- Losses in the dairy beverage category accelerated to 2% in Q1-17, largely due to another poor performance for white milk, which accounts for the lion's share of category volumes. Other

products like almond milk, flavored milk, and drinking yogurt remained bright spots within liquid dairy

- Alcoholic drinks continued to be pressured by challenges in the beer market, which grew by less than 1% year over year in Q1-17. This is in spite of a healthier performance in key areas like wine and spirits, which are growing 4% and 2%, respectively
- A number of policy and legislative issues have become key sources of debate within the beverage industry, including: the recent implementation of a sugar tax in Philadelphia, lobbying efforts to reclassify nut based milks as something other than 'milk', a trade dispute with Canada over access of US volumes of ultra-filtered milks, and upcoming changes to food labeling regarding added sugars and what can be classified as 'healthy' foods.

#### Reasons to buy

- Gain an in-depth understanding of the most up-to-date trends in the United States of America beverage industry to support and enhance your strategic planning.
- Investigate the latest quarterly and emerging annual trends in United States of America to back your marketing initiatives.
- Analyze the latest beverage category 2017 forecast projections to make well-informed decisions on the outlook in the marketplace for your company.
- View a selection of the key quarterly new soft drinks product launches and identify competitor activity.
- Access a quarterly Special Focus on a current industry 'hot topic' offering qualitative insight from local consultants to determine opportunities for product innovation.

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