

# Soft Drink, Baked Goods & Other Grocery Wholesaling in the US

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## Abstracts

### Soft Drink, Baked Goods & Other Grocery Wholesaling in the US

The right ingredients

Wholesale bypass is expected to continue as low-cost retailers internalize the wholesale function within their retail businesses. With competition coming from fresh and organic produce, operators will need to focus on product differentiation and provide additional services to ensure that this mature industry will obtain a greater share of the market. This move will also be important as consumers return to eating out as their disposable incomes bounce back. Consolidation at the expense of companies' specializations will characterize the industry's outlook.

Operators in this industry primarily wholesale specialized grocery products, such as soft drinks or baked goods, however this industry does not wholesale: frozen foods, dairy products (except dried or canned), poultry products (except canned), confectionery products, fish and seafood products (except canned), meat products (excepted canned) or fresh fruit and vegetable products.

This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five year industry forecasts, growth rates and an analysis of the industry key players and their market shares.

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## **MAJOR COMPANIES**

The Coca-Cola Company  
PepsiCo Inc.

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