

# Better For You Beverages in the US

<https://marketpublishers.com/r/B5AE9B6ACECEN.html>

Date: January 2022

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: B5AE9B6ACECEN

## Abstracts

BFY reduced sugar beverages saw a rare year of strong growth in 2020, thanks to pandemic stockpiling and channel shifting. This was only a temporary boost, however, and not a sign of US consumers changing their relationship with sugar. While low sugar continues to be the focus of many new beverage launches, artificial sweeteners are also considered highly suspect by wellness-minded consumers, so even as the assault on sugar continues, the long-term outlook for BFY reduced sugar beverages remains...

Euromonitor International's Better For You Beverages in USA report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### BETTER FOR YOU BEVERAGES IN THE US

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Decline in the reduced sugar space after pandemic disruption

BFY reduced caffeine beverages declines even as US consumers struggle with sleep

BFY reduced fat beverages returns to decline after a brief pandemic reprieve

#### PROSPECTS AND OPPORTUNITIES

Anti-sugar trend will strengthen, but not to the benefit of reduced sugar beverages

A sharpening “caffeine paradox” will define US consumers’ relationship with caffeine

Reduced fat faces multiple negative long-term trends

#### CATEGORY DATA

Table 1 Sales of BFY Beverages by Category: Value 2016-2021

Table 2 Sales of BFY Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Beverages: % Value 2018-2021

Table 5 Distribution of BFY Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN THE US

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth  
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth  
2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Better For You Beverages in the US

Product link: <https://marketpublishers.com/r/B5AE9B6ACECEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B5AE9B6ACECEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970