

Soft Drinks in North America

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Abstracts

Soft Drinks in North America

SUMMARY

Soft Drinks in North America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The soft drinks market consists of retail sale carbonates, squash/syrups, nectars, energy drinks, juice, packaged water, sports drinks, iced/RTD tea drinks, flavored water, still drinks, enhanced water, fruit powders, bulk/HOD water, and iced/RTD coffee drinks. However, the total market volume for the soft drinks market excludes powder concentrates, which are included in the market value. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2017 exchange rates.

The North American soft drinks market had total revenues of \$244.7bn in 2017, representing a compound annual growth rate (CAGR) of 3.4% between 2013 and 2017.

Market consumption volume increased with a CAGR of 1.3% between 2013 and 2017, to reach a total of 187.5 billion liters in 2017.

According to the Organisation for Economic Co-operation and Development (OECD), the obesity rate in the US and Mexico is very high, with 38.2% and 32.4% (aged 15 years and over) of the total population respectively in 2015. These rates are expected to reach 47.0% and 39.0%, respectively, in 2030.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the soft drinks market in North America

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the soft drinks market in North America

Leading company profiles reveal details of key soft drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the North America soft drinks market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the North America soft drinks market by value in 2017?

What will be the size of the North America soft drinks market in 2022?

What factors are affecting the strength of competition in the North America soft drinks market?

How has the market performed over the last five years?

Who are the top competitors in North America's soft drinks market?

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COMPANIES MENTIONED

The Coca-Cola Co

Dr Pepper Snapple Group Inc

Nestle SA

PepsiCo, Inc.

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