

Quarterly Industry Bulletin

This quarter, we're quenching your thirst for knowledge on the beverage industry. Today, the global beverage market, which reached \$3.56 trillion in 2023,¹ offers a wide variety of flavors, functions and experiences, many of which are influenced by health-conscious and environmentally aware consumers. Its projected annual growth rate of 4.26%¹ over the next five years and a potential market volume of \$4.39 trillion¹ pave the way for further innovation in this growing industry. From non-alcoholic beer to prebiotic beverages to energy drinks, it's clear the era of standard sodas and predictable fruit juices is over.

341

**drink calories
are consumed by
adults on average
each day.²**

What's Driving Growth?

- Energy drink revenue in the U.S. has increased 13% over the last five years.³
- The sale of ready-to-drink (RTD) alcoholic beverages has been growing. It includes a wide range of products including wine spritzers, hard seltzers and premixed cocktails.⁴

Top Beverage Producers⁵

- Nestlé
- Anheuser-Busch InBev
- The Coca-Cola Company
- PepsiCo

Other Major Impacts Affecting the Industry

- The U.S. is becoming more diverse and is driving demand for exotic flavors once difficult to find on American shelves. Examples include horchata, boba tea and kombucha.⁶



Packaging Trends and Influences Within This Segment

- Single-serve packaging for on-the-go consumption has returned.⁷
- Family sizes and multipacks that help families focus on value are big for home consumption.⁷
- Connected packaging allows consumers to receive personalized promotions, messages and additional product information as well as to learn how to recycle the packaging from their mobile device.⁷
- The trend towards sustainable packaging is ongoing. It addresses environmental issues and also meets the increasing consumer demand for ethical and eco-friendly business practices.³