

## Carbonated Soft Drinks - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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The mature \$36.2 billion CSD (carbonated soft drink) market faces competition from RTD (ready to drink) coffees, energy drinks, sparkling waters, and BFY (better-for-you) options. Growth opportunities lie in targeting the occasions when CSDs offer unique benefits and focusing on functional and aspirational qualities that set these apart from other drinks.

This report looks at the following areas:

- Diet soda faces on-going challenges and continues to lose share
- Still beverages are go-to drinks for most everyday occasions

Focusing on key demographics such as 18-34 year olds and parents will also be essential, as will developing new products such as craft/premium CSDs with natural sweeteners, new flavors, and functional benefits.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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