

Carbonated Soft Drinks - US - April 2019

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

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"Despite consumer aversion to sugar, the CSD (carbonated soft drink) market is one of the largest non-alcoholic beverage markets and is characterized by stagnation rather than decline. CSDs face headwinds with consumers dropping out of the market but positioning CSDs as a treat rather than an everyday beverage allows brands to retain consumers at risk of leaving the market."

- Caleb Bryant, Senior Beverage Analyst

This report looks at the following areas:

- Lapsed consumers are out of the market for good
- CSD brands contend with changing preferences and demographics
- Heavy users are a loyal consumer base
- Keep at-risk consumers engaged with mini treats
- Craft CSDs give way to mocktails and super-premium mixers
- CSD companies change with the times

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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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