2025 Beverage Calories Initiative:

Report on 2020 Progress toward the National Calorie Goal

October 14, 2021

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Prepared by: **KEYBRIDGE** Public Policy Economics

Prepared for: **AMERICAN BEVERAGE** DRIVING SOLUTIONS TOGETHER

ALLIANCE FOR A HEALTHIER GENERATION
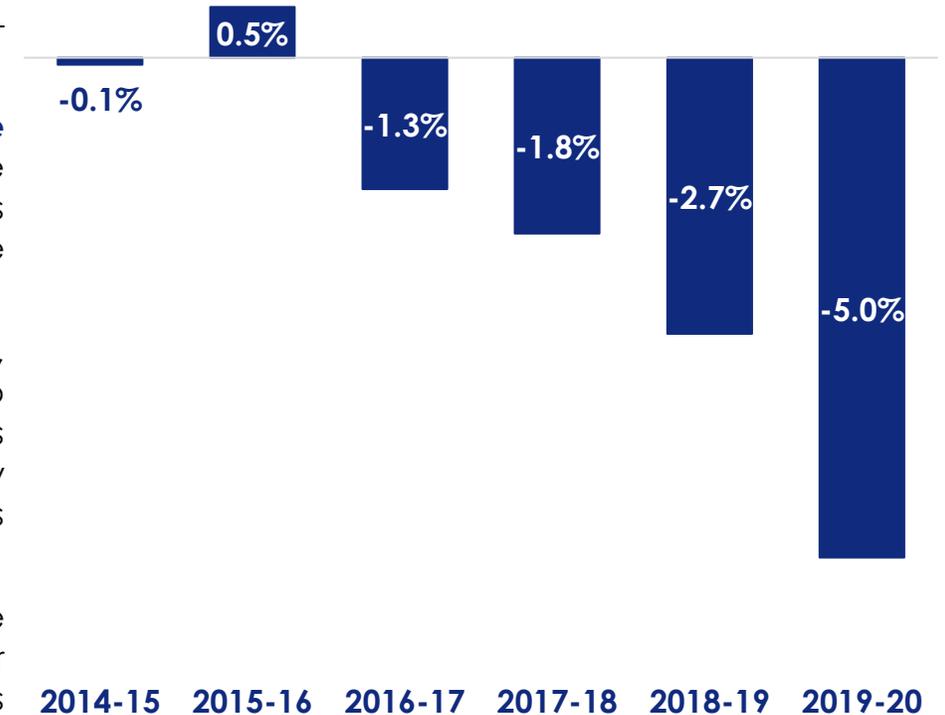
Overall Progress-to-Date

In September 2014, the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation announced a commitment to help reduce liquid refreshment beverage ("LRB") calories in the American diet nationally by 20% by 2025. This report – one in a series of annual reports – reviews the progress achieved toward this goal through 2020.

From 2014 to 2020, average LRB calories per person fell by 10.0%, halfway to the 20% calorie reduction goal that was set for 2025. The annual decline has accelerated every year since 2016, **with the largest single year decline (-5.0%) coming in 2020.** Over the remaining five years of the initiative, the average per person LRB calorie reduction pace needed to achieve the national calorie goal is roughly 2.3% per year, or roughly half of the decline achieved in 2020.
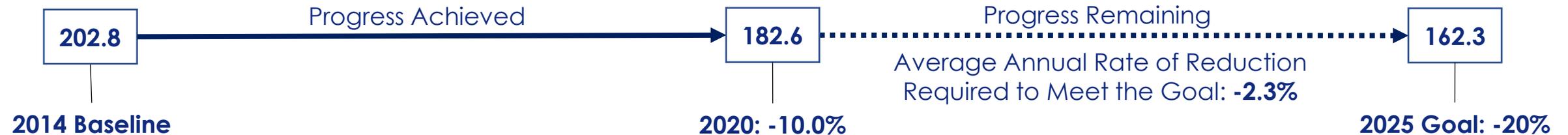
This report examines key factors that influenced beverage consumption patterns in 2020, including temporary, pandemic-driven changes and longer-term trends that are more likely to be sustained in future years. The COVID-19 pandemic drove sharp shifts in where consumers purchased beverages in 2020 – from restaurants and other out-of-home venues to grocery and other stores – but shifts in what beverages consumers purchased largely continued trends that predate the pandemic.

The most important of those trends, in terms of its impact on calories, was the shift in volume toward water and other low- and no-calorie beverages. This trend has accelerated every year since 2016 as consumers increasingly select lower calorie-versions of all beverage types. This has corresponded with calories per person falling by increasing amounts every year.

Yearly Percentage Change in Calories per Person

-0.1%	0.5%	-1.3%	-1.8%	-2.7%	-5.0%
2014-15	2015-16	2016-17	2017-18	2018-19	2019-20

BCI National Calorie Goal Progress-to-Date

202.8 — Progress Achieved → 182.6 ······ Progress Remaining ·····> 162.3

2014 Baseline

2020: -10.0%

Average Annual Rate of Reduction Required to Meet the Goal: **-2.3%**

2025 Goal: -20%

Source: U.S. Census Bureau, 2020, and the Beverage Marketing Corporation: DrinkTell Database, 2020.

LRB Product Mix Shifting toward Low- and No-Calorie Beverages, Including Water

Percent of Total Volumes, All Beverages

Legend:
- Water
- CSDs
- 100% Juice & Juice Drinks
- RTD Tea
- Sports Drinks
- Other*

2014
- 35.6%
- 40.8%
- 10.7%
- 5.1%
- 4.6%
- 3.2%

2020
- 44.8%
- 33.3%
- 8.4%
- 4.8%
- 4.8%
- 4.1%

> The share of volumes represented by water grew by 9 percentage points from 2014 to 2020, with offsetting decreases among CSDs, 100% juices, and juice drinks.
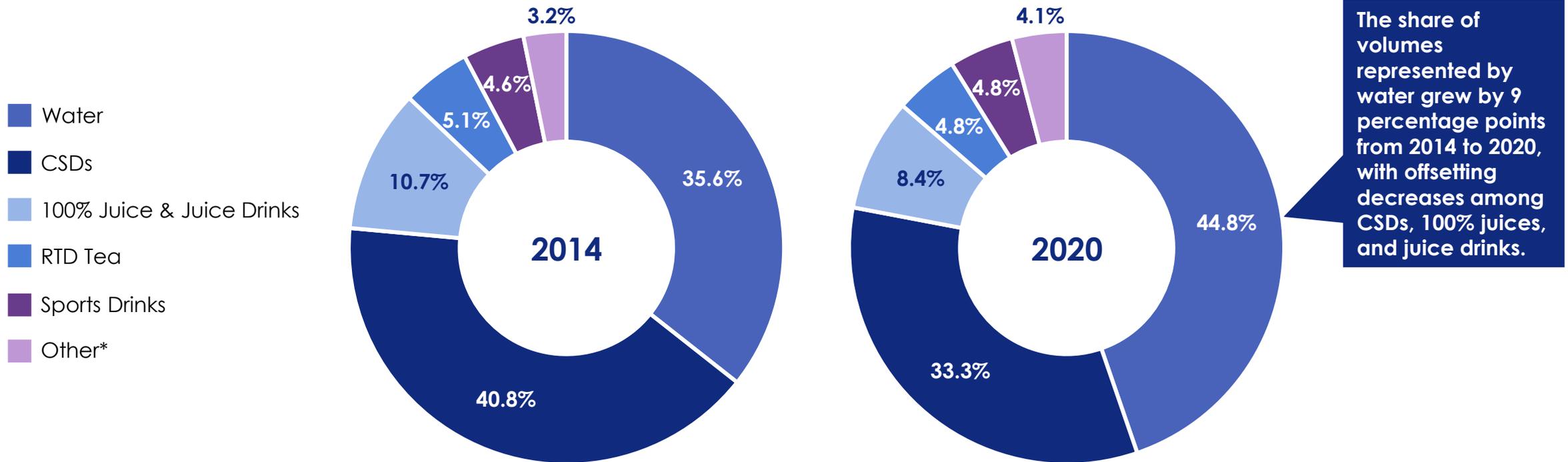
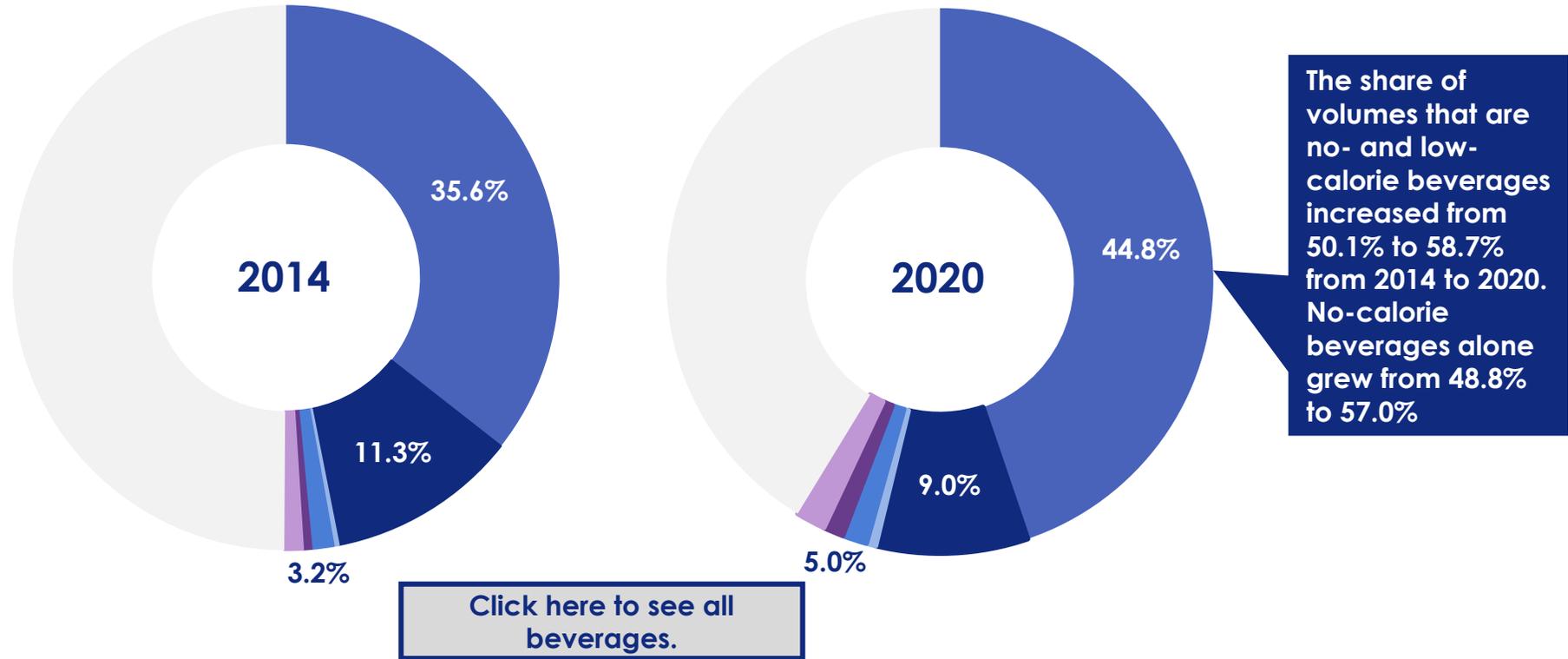**Click here to see low- and no-calorie beverages only.**

* "Other" includes RTD Coffee, Value-Added Water, and Energy Drinks

One persistent trend that has helped to drive reductions in calories per person has been the shifting composition of LRB towards lower-calorie beverages, water in particular. **From 2014 to 2020, per person water volumes – including sparkling waters – grew by 36.6%. As shown in the figures above, water's share of LRB grew by 9 percentage points over that period.** Offsetting that were decreases in the shares represented by CSDs, 100% juices, and juice drinks. From 2014 to 2020, per person volumes of full-calorie CSDs and 100% juices and juice drinks – the source of more than 80% of all LRB calories – fell by 11.0% and 18.6%, respectively. When looking at LRB composition by calorie categories, which can be done by clicking on the option in the interactive figure above, the shift is similar, as low- and no-calorie beverages have gone from representing 50.1% of LRB volumes in 2014 to 58.7% in 2020.

LRB Product Mix Shifting toward Low- and No-Calorie Beverages, Including Water

Percent of Total Volumes, Low- and No-Calorie Beverages Only

Water
CSDs
100% Juice & Juice Drinks
RTD Tea
Sports Drinks
Other*

2014

35.6%

11.3%

3.2%

2020

44.8%

9.0%

5.0%

The share of volumes that are no- and low-calorie beverages increased from 50.1% to 58.7% from 2014 to 2020. No-calorie beverages alone grew from 48.8% to 57.0%

Click here to see all beverages.

* "Other" includes RTD Coffee, Value-Added Water, and Energy Drinks

One persistent trend that has helped to drive reductions in calories per person has been the shifting composition of LRB towards lower-calorie beverages, water in particular. **From 2014 to 2020, per person water volumes – including sparkling waters – grew by 36.6%. As shown in the figures above, water's share of LRB grew by 9 percentage points over that period.** Offsetting that were decreases in the shares represented by CSDs, 100% juices, and juice drinks. From 2014 to 2020, per person volumes of full-calorie CSDs and 100% juices and juice drinks – the source of more than 80% of all LRB calories – fell by 11.0% and 18.6%, respectively. When looking at LRB composition by calorie categories, which can be done by clicking on the option in the interactive figure above, the shift is similar, as low- and no-calorie beverages have gone from representing 50.1% of LRB volumes in 2014 to 58.7% in 2020.

Source: Beverage Marketing Corporation: DrinkTell Database, 2020.

# Calorie per Person Reductions Driven by CSDs, 100% Juices & Juice Drinks

Since 2014, reductions in calories per person have been driven primarily by CSDs, with 100% juices and juice drinks also making significant contributions, as shown in the figure below. Most calorie reductions were driven by reductions in the volumes consumed of these beverage types, as shown in the figure to the right. More recently, however, product reformulations and shifting consumption toward lower-calorie versions of these beverages have also made major contributions to calorie reductions within these categories.

The figure on the right also shows that prior to 2019, growth in calories per person from other, smaller categories offset some of the reductions in calories from CSDs, 100% juices, and juice drinks. In those years, the per person calorie growth of these smaller categories was driven by per person volume growth. Since 2019, the volume growth within these categories has continued, but only among the low and no-calorie versions. This has enabled per person calorie reductions within these categories, despite per person volume growth.

Annual Changes in Calories per Person per Day
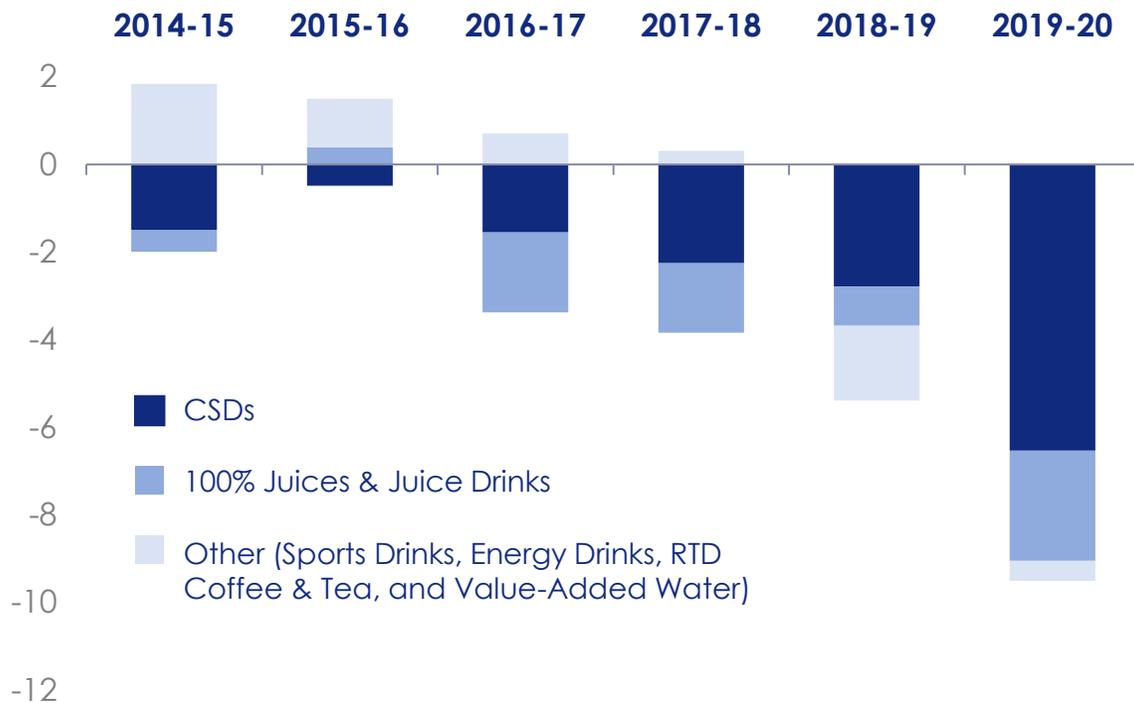
Change in Ounces per Person per Day, 2014-2020
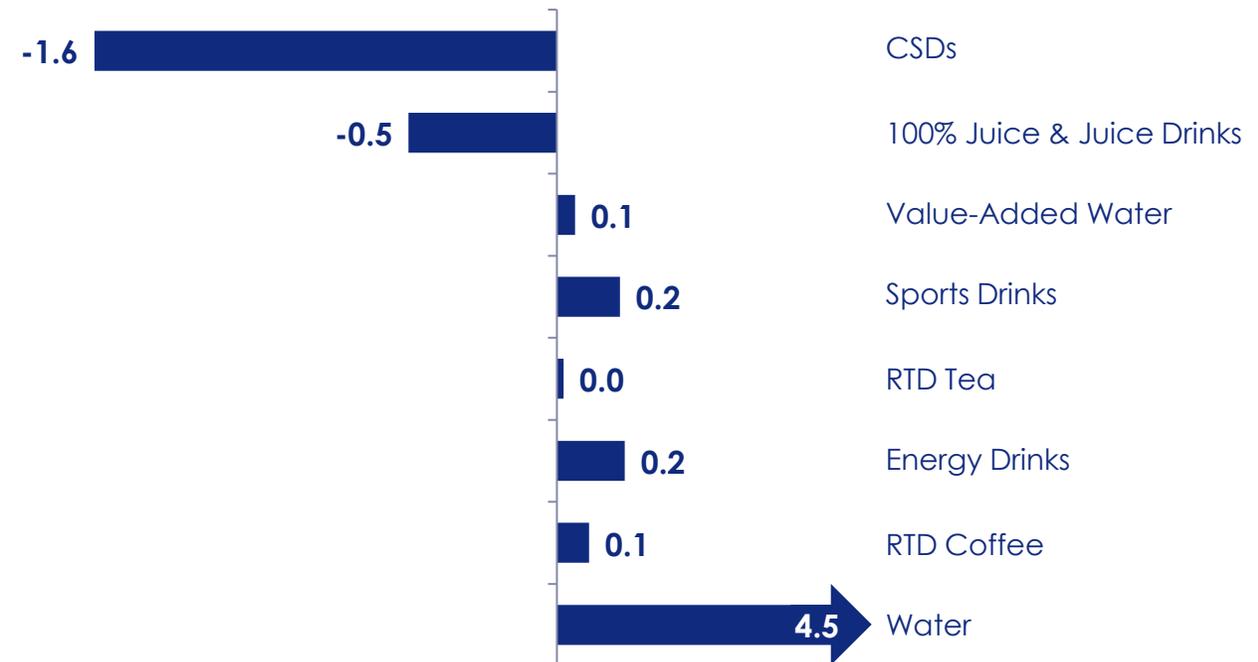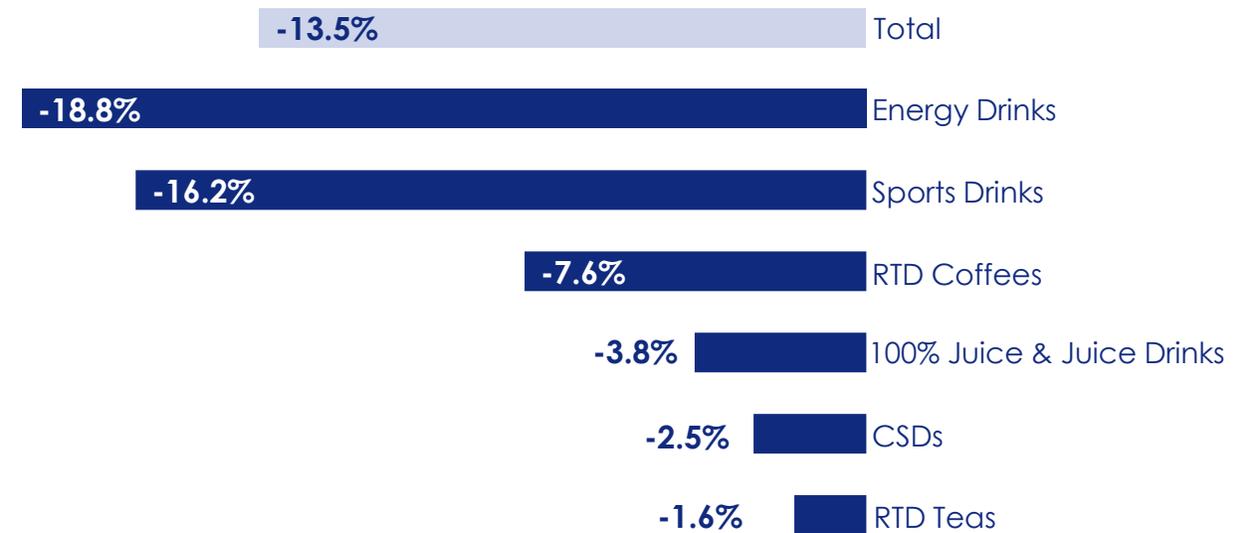
Declining Calories per 8-ounce Serving

The change in the composition of LRB toward lower-calorie beverages has driven steady reductions in the average number of calories per 8-ounce serving since 2014, as shown in the figure below. Initially, this was driven almost entirely by the growth of water as a share of LRB. Over the last four years, however, the pace of reductions in calories per 8-ounce serving has accelerated despite a slowing of water's growth.

The larger decreases in calories per 8-ounce serving in recent years were driven not just by water's growth but by shifts towards lower-calorie beverages within each beverage category, as shown in the figure below. For example, both energy drink and sports drink consumption have been growing since 2016, but the growth has been coming from no-calorie versions of these beverages, many of which are new offerings. **This growth has enabled volumes per person for many of these categories to grow, even while their contributions to calories per person decline.**

Calories per 8-Ounce Serving, 2014-2020

Year	Calories
2014	47.5
2015	46.5
2016	45.6
2017	44.4
2018	43.0
2019	41.4
2020	39.3

Percent Change in Calories per 8-Ounce Serving, 2016-2020

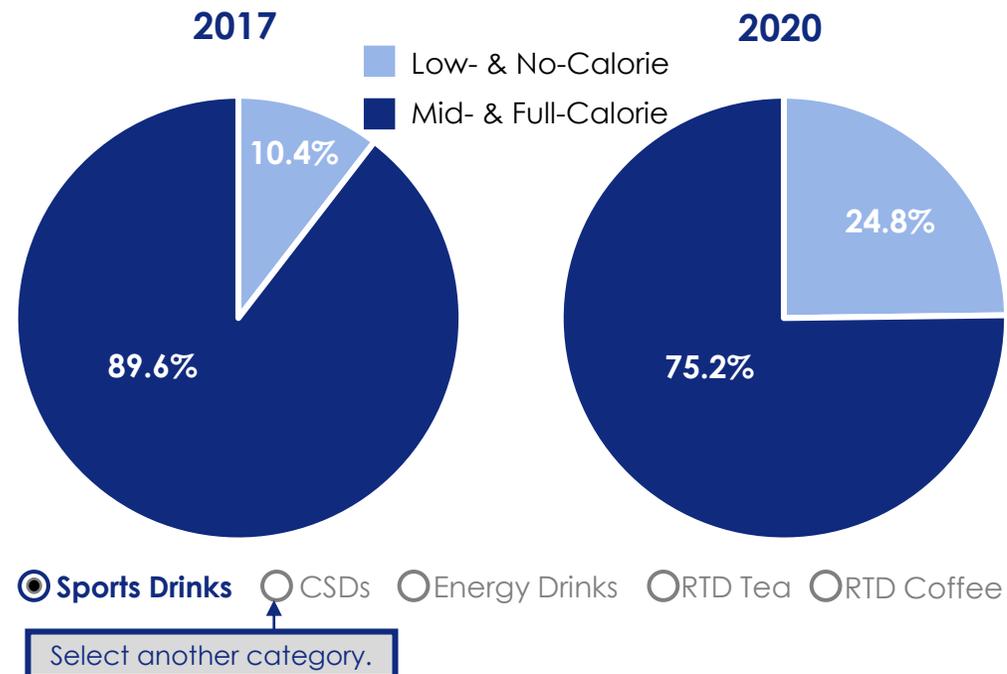| Category	Percent Change
Total	-13.5%
Energy Drinks	-18.8%
Sports Drinks	-16.2%
RTD Coffees	-7.6%
100% Juice & Juice Drinks	-3.8%
CSDs	-2.5%
RTD Teas	-1.6%

Growth of Low- and No-Calorie Beverages Other than Water

The figure below shows how low- and no- calorie beverages have gained market share versus their full- and mid-calorie counterparts within every beverage category since 2017. The most dramatic example of this has been sports drinks. Low- and no-calorie sports drinks have gone from representing 10.4% of sports drinks in 2017 to 24.8% in 2020. This has been driven both by the introduction of new no-calorie options and growth of existing options. Click on beverage categories in the chart below to see how this trend holds for them as well.

The change for CSDs has been smaller, going from 25.4% low- and no-calorie in 2017 to 27.1% in 2020. Nevertheless, the impact of this change in calories per person is major due to the category's relative size. This shift has also been important because it is a reversal of an earlier 2014-2017 trend in which no-calorie CSDs were the source of most CSD volume declines. Since 2017, however, no-calorie CSDs have held steady while full-calorie CSD volumes have declined. This has been the biggest reason for increased overall calorie-reduction success over the past three years.

Low- and No-Calorie Volume Share by Beverage Category

2017

- Low- & No-Calorie
- Mid- & Full-Calorie

10.4%

89.6%

2020

24.8%

75.2%

◉ **Sports Drinks** ○ CSDs ○ Energy Drinks ○ RTD Tea ○ RTD Coffee

Select another category.

Percent Change in Volume of CSDs per Person

2014-2017

-13.5%

-2.6%

2017-2020

0.3%

-8.7%

- Low- & No-Calorie
- Mid- & Full-Calorie

Source: U.S. Census Bureau, 2020, and the Beverage Marketing Corporation: DrinkTell Database, 2020.

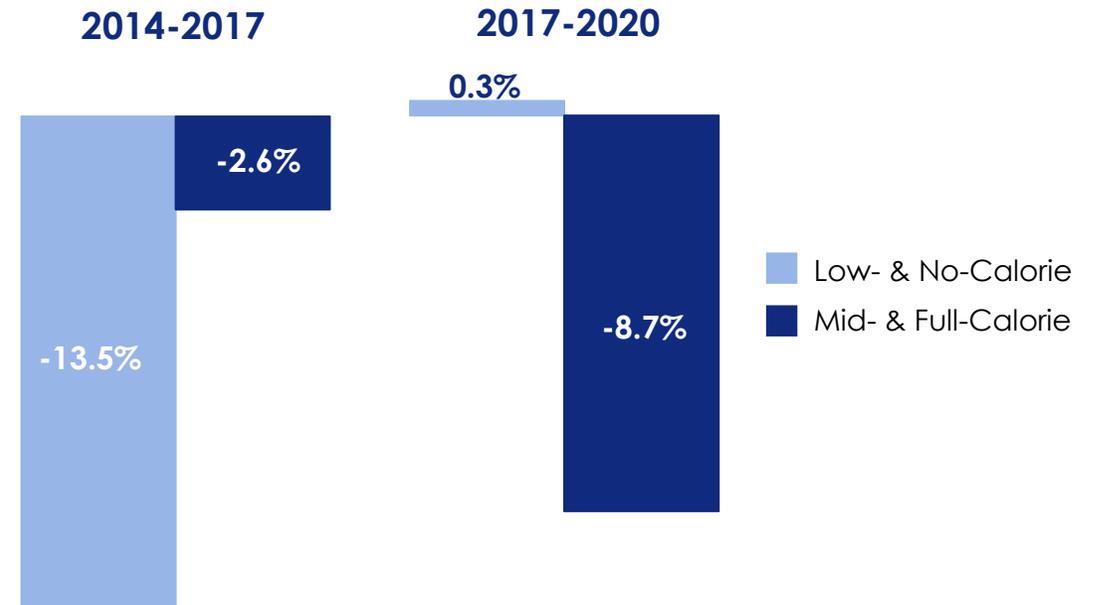# Growth of Low- and No-Calorie Beverages Other than Water

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Low- and No-Calorie Volume Share by Beverage Category

2017

- Low- & No-Calorie
- Mid- & Full-Calorie

25.4%

74.6%

2020

27.1%

72.9%

○ Sports Drinks ◉ CSDs ○ Energy Drinks ○ RTD Tea ○ RTD Coffee

Select another category.

Percent Change in Volume of CSDs per Person

2014-2017

-2.6%

-13.5%

2017-2020

0.3%

- Low- & No-Calorie
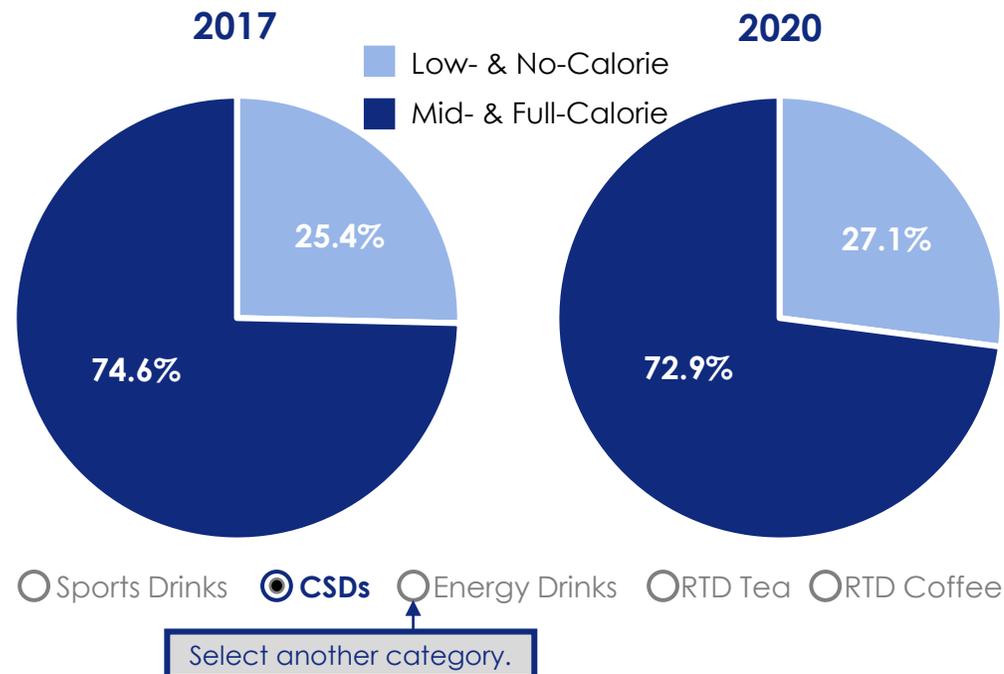- Mid- & Full-Calorie

-8.7%

Growth of Low- and No-Calorie Beverages Other than Water
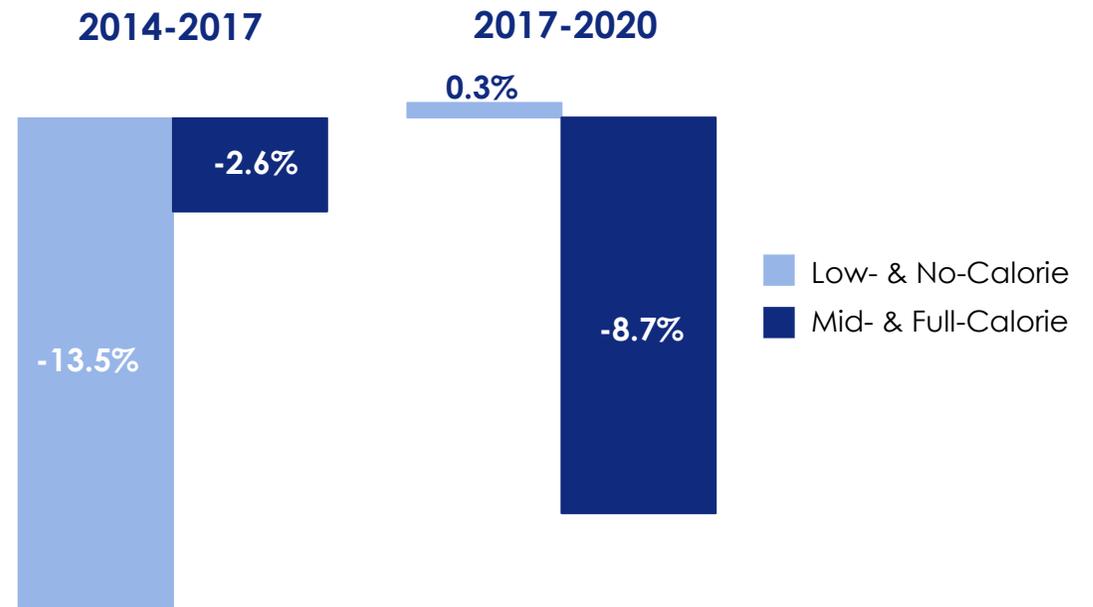
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Low- and No-Calorie Volume Share by Beverage Category

2017

2020

- Low- & No-Calorie
- Mid- & Full-Calorie

20.4%
79.6%

36.5%
63.5%

○ Sports Drinks ○ CSDs ◉ **Energy Drinks** ○ RTD Tea ○ RTD Coffee

Select another category.

Percent Change in Volume of CSDs per Person

2014-2017

2017-2020

-2.6%

0.3%

-13.5%

-8.7%

- Low- & No-Calorie
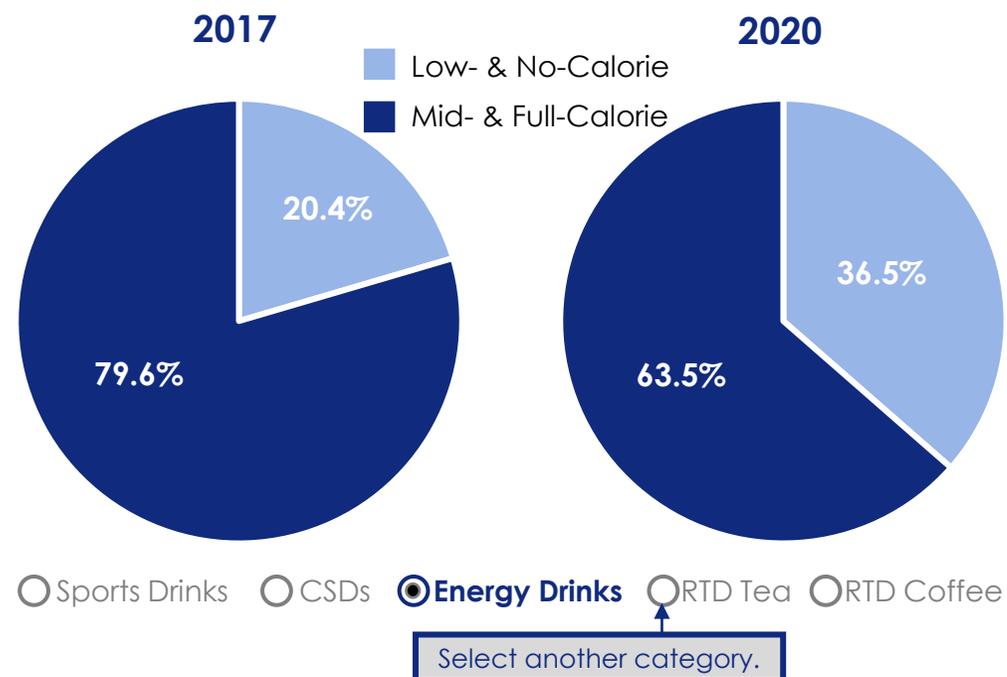- Mid- & Full-Calorie

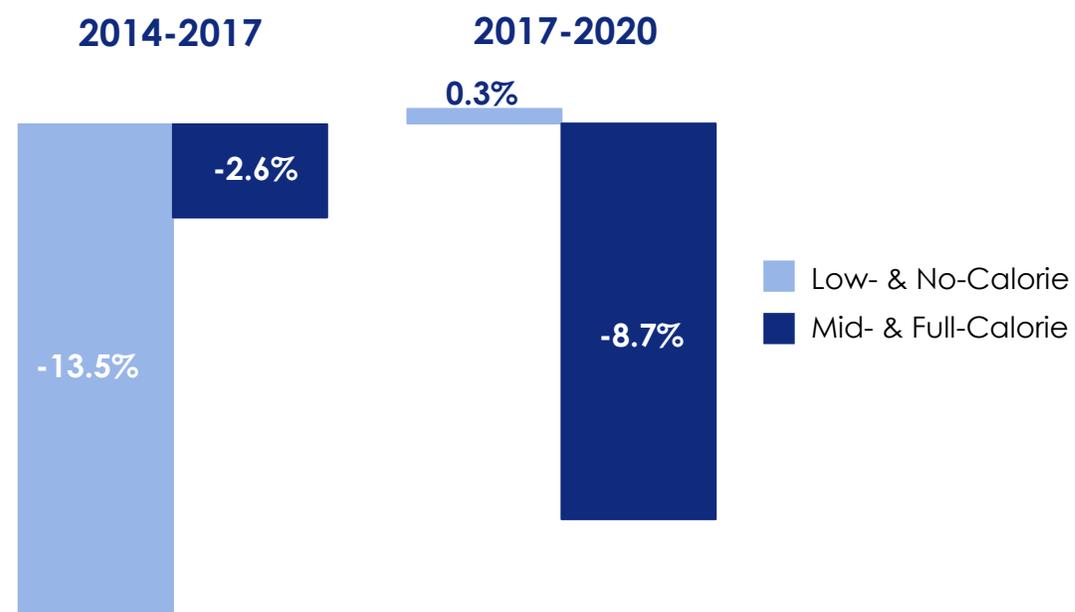# Growth of Low- and No-Calorie Beverages Other than Water

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Low- and No-Calorie Volume Share by Beverage Category

2017

2020

Low- & No-Calorie
Mid- & Full-Calorie

28.4%

71.6%

30.5%

69.5%

○ Sports Drinks   ○ CSDs   ○ Energy Drinks   ⦿ **RTD Tea**   ○ RTD Coffee

Select another category.

Percent Change in Volume of CSDs per Person

2014-2017

2017-2020

-13.5%

-2.6%

0.3%

-8.7%

Low- & No-Calorie
Mid- & Full-Calorie

Source: U.S. Census Bureau, 2020, and the Beverage Marketing Corporation: DrinkTell Database, 2020.
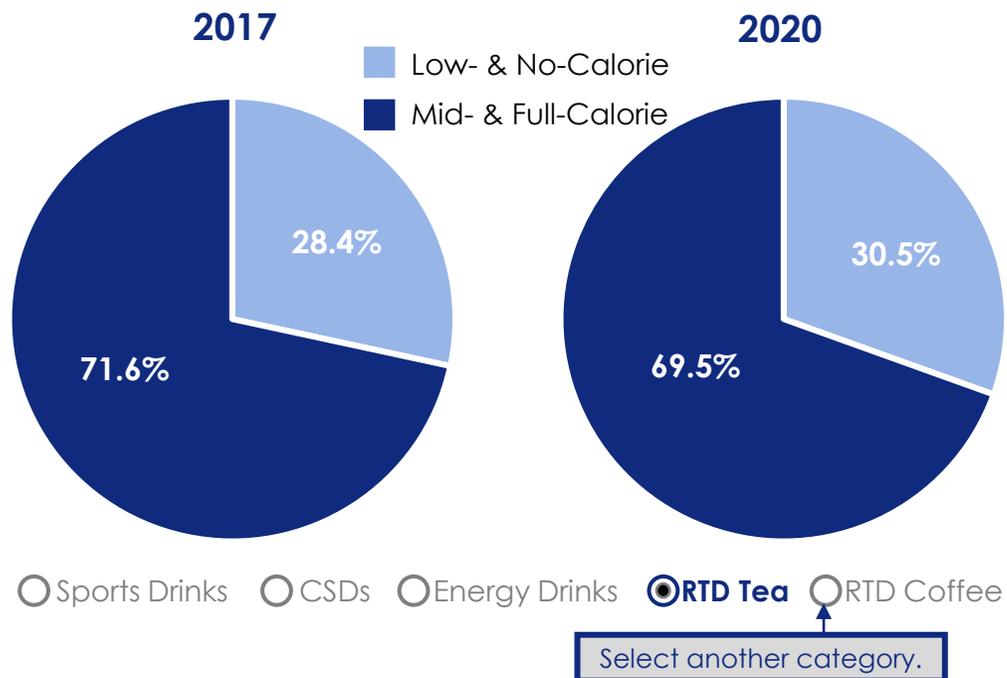
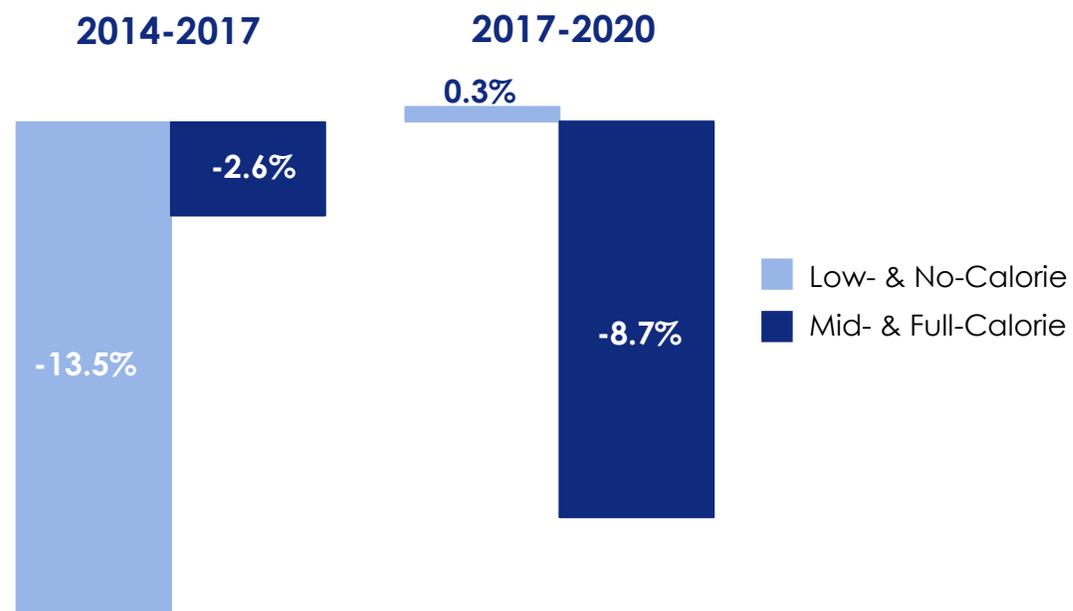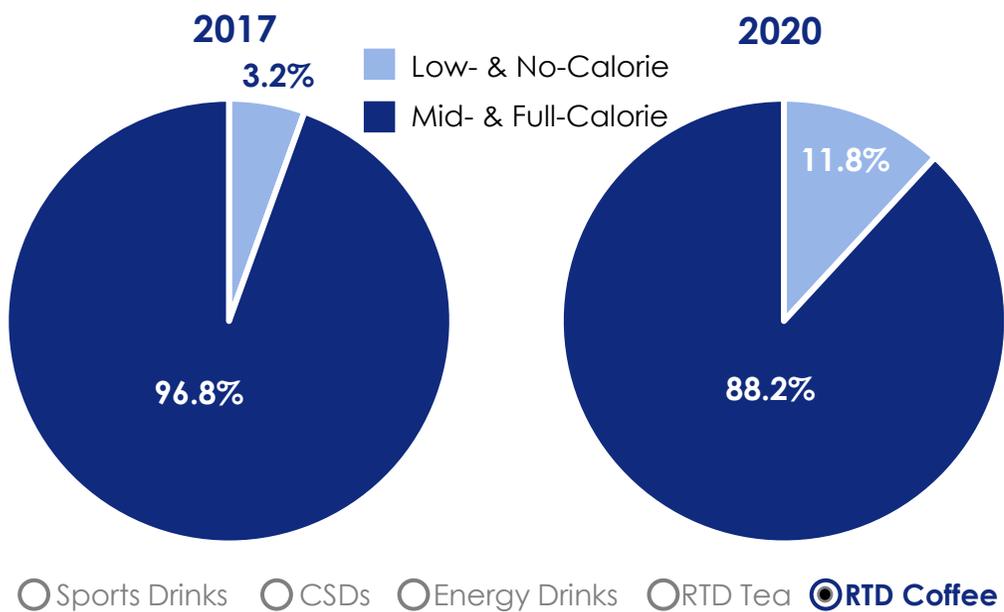# Growth of Low- and No-Calorie Beverages Other than Water

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Low- and No-Calorie Volume Share by Beverage Category

2017 — 3.2% Low- & No-Calorie, 96.8% Mid- & Full-Calorie

2020 — 11.8% Low- & No-Calorie, 88.2% Mid- & Full-Calorie

○ Sports Drinks   ○ CSDs   ○ Energy Drinks   ○ RTD Tea   ● **RTD Coffee**

Percent Change in Volume of CSDs per Person

2014-2017 — Low- & No-Calorie -13.5%, Mid- & Full-Calorie -2.6%

2017-2020 — Low- & No-Calorie 0.3%, Mid- & Full-Calorie -8.7%

Impacts of COVID-19 Pandemic on Food and Beverage Consumption Expenditures

The report thus far has focused on long-term trends, but there were of course major disruptions to many other beverage consumption trends in 2020. One major change to beverage consumption patterns at the outset of the COVID-19 pandemic was the reduction in food and beverage purchases at out-of-home channels such as restaurants, theaters, and other entertainment venues. The two figures below provide examples of external data that show the initial impact of the pandemic and its lingering effects through the end of 2020. The left-hand figure shows Open Table dinner reservations, which is a good proxy for dining out activity. In 2020, it is just one demonstration of the dramatically reduced out-of-home commercial activity that affected so many venues where people often consume beverages – e.g., movie theatres, sports stadiums, etc.

The right-hand figure features data from the U.S. Census Bureau that shows the overall impact that reduced out-of-home commercial activity had on food and beverage expenditures by type of establishment. The purple line shows a dramatic reduction in expenditures at "Food Services and Drinking Places" (i.e., restaurants and bars) beginning in March 2020. Those expenditures recover somewhat but remain below their previous trend through the end of 2020. In contrast, the data for food and beverage expenditures at stores spike at the beginning of the pandemic and remained above their previous trend through the end of 2020. These patterns are reflected in the beverage volume and calorie data shown throughout the rest of this report.

OpenTable U.S. Seated Diners
Y/Y % change in diners at restaurants in the OpenTable network, 7-day moving average

Food & Beverage Expenditures by Type of Establishment
$US Billions

Legend: Restaurants: Food Services & Drinking Places — Stores: Food & Beverage Stores
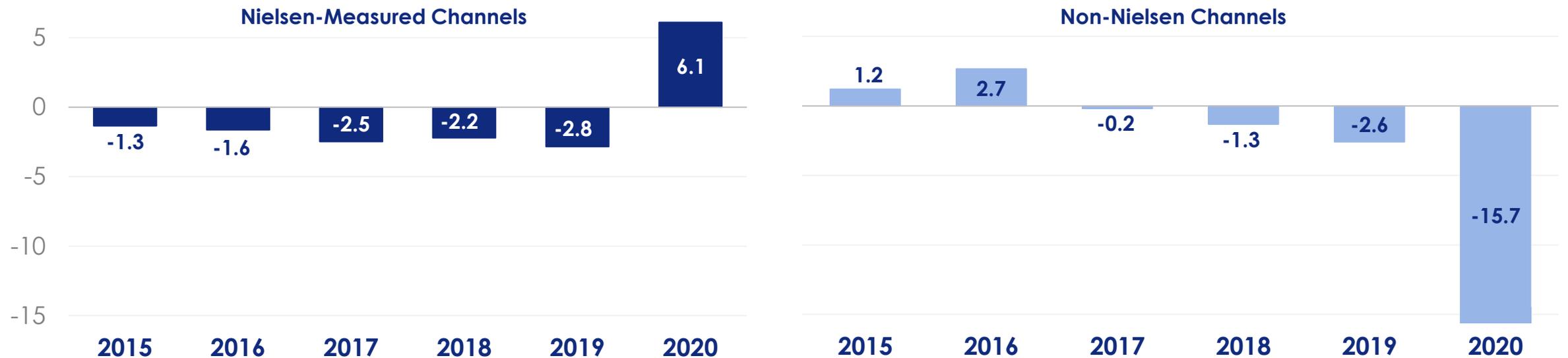
April 2020
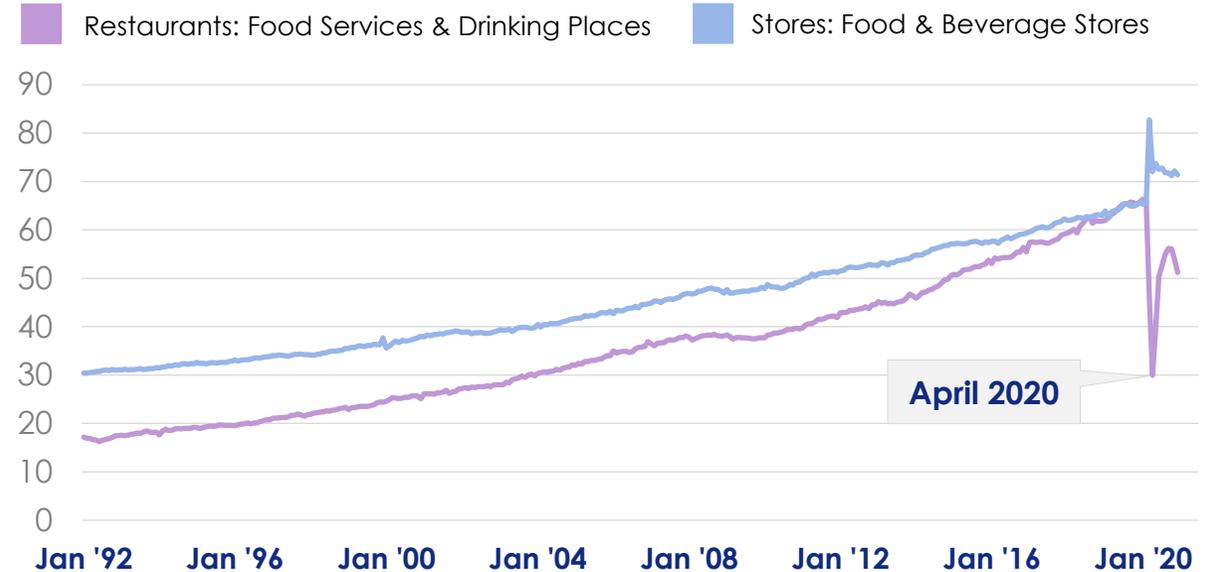
Diverging Beverage Calorie Changes in Different Sales Channels in 2020

The shift in where consumers purchased their food and beverages in 2020 versus previous years is clearly apparent in comparisons of beverage volume data from Nielsen's Scantrack dataset and the Beverage Marketing Corporation's DrinkTell dataset. The former includes only packaged beverages sold through stores – primarily chain grocery, convenience, drug, dollar, big box, and club stores. These channels have typically represented about 60% of total LRB volumes and calories. From 2014 through 2019, per person calories from beverages sold through these channels fell steadily, as shown in the figure below, and were roughly on pace to fall by 20% by 2025. In 2020, this trend ended abruptly with an increase of more than 6 calories per person per day. This makes sense, as consumers tended to consume more packaged beverages for at-home consumption in the pandemic.

The data from DrinkTell, on the other hand, cover beverages sold through all channels, including those that are and are not in the Nielsen Scantrack data. The "Non-Nielsen" market segments include restaurants, vending machines, entertainment venues, all other fountain beverages, and some other small channels. Calories per person from Non-Nielsen market segments grew in the first years of BCI implementation, offsetting calorie reductions in Nielsen-measured channels. In recent years, however, calorie reduction progress was seen in both Nielsen-measured and non-Nielsen channels. In 2020, calories from the non-Nielsen sources plummeted by 15.7 calories per person per day (21%). **This decline reflects both a continued shift toward lower-calorie beverage choices and a pandemic-induced shift away from out-of-home and toward in-home consumption.** The net reduction in LRB calories per person per day from both Nielsen-measured and non-Nielsen channels was 9.6 in 2020.

Change in Beverage Calories Per Person Per Day

Nielsen-Measured Channels

Year	Value
2015	-1.3
2016	-1.6
2017	-2.5
2018	-2.2
2019	-2.8
2020	6.1

Non-Nielsen Channels

Year	Value
2015	1.2
2016	2.7
2017	-0.2
2018	-1.3
2019	-2.6
2020	-15.7

Key Conclusions

► Calories per person per day have fallen 10.0% since the launch of the BCI, halfway to the 2025 goal of a 20% decline.

► These calorie reductions have been driven primarily by CSDs, with 100% juices and juice drinks also making major contributions.

► The pace of per person LRB calorie reductions has grown every year since 2016. The 5.0% or 9.6 calorie per person per day reduction achieved in 2020 was the largest single-year reduction since the launch of the BCI in 2014.

► Changes in the composition of LRB from 2014 to 2020 have driven consistent annual reductions in calories per 8-ounce serving.

► Reductions in calories per 8-ounce serving were initially driven primarily by water, as its share of LRB volumes grew by 9 percentage points from 2014 to 2020. Meanwhile, the shares of the categories responsible for the most calories – CSDs, juices, and juice drinks – shrank by a similar amount.

► Reductions in calories per 8-ounce serving have accelerated in recent years, despite the slowing of water's growth. This is because low- and no-calorie versions of all beverage types are increasingly gaining share from their full- and mid-calorie counterparts. This growth has enabled volumes per person to grow, even while calories per person from these categories decline.

► The COVID-19 pandemic drove sharp changes in where consumers purchased their beverages – from restaurants and other out-of-home venues to grocery and other stores. In contrast, changes in the mix of beverages consumed largely continued trends that began in 2017 or earlier.

COVID Impact: The pandemic and the associated lockdowns disrupted beverage supply and demand in 2020. In addition to changing where consumers purchased beverages, beverage makers and distributors faced supply constraints that impacted their businesses. These constraints included labor and packaging material shortages, rapid swings in distribution needs, cancelled product launches, and a general need to devote resources to immediate challenges caused by the pandemic, sometimes at the expense of longer-term strategic priorities. The net impact of these disruptions on 2020 LRB calories per person is unclear. Future data may provide more of a basis for estimating the impact.

Appendix A: Background

In September 2014, the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation announced a commitment to help reduce beverage calories in the American diet. Recognizing the contribution that excess calories play in obesity, the commitment signatories aim to reduce beverage calories consumed through a two-part initiative referred to as the 2025 Beverage Calories Initiative ("BCI"):

1. The National Initiative seeks to reduce liquid refreshment beverage ("LRB")* calories consumed per person nationally by 20% by 2025 (i.e., the national calorie goal).

2. The Communities Initiative seeks to achieve equivalent calorie reductions (i.e., the community calorie goal) in communities where reducing beverage calories is expected to be the most challenging.

BCI participants committed to independent, third-party monitoring of progress over time. In consultation with the Alliance for a Healthier Generation, the ABA held a competitive request-for-proposal process and selected Keybridge to measure and monitor progress. Each year, progress toward the national and community calorie goals is reported publicly. This report features progress through 2020 toward the national calorie goal. Progress toward the community calorie goal will be featured in a forthcoming report.

Detailed information about many of the calorie reduction strategies being implemented by BCI Companies is available in previous progress reports and in downloadable summaries from each company, all of which are available at www.ameribev.org/education-resources/policies-research/bci.

*Liquid refreshment beverages ("LRB") refers to most beverages available for purchase through retail stores, fountain, vending machines, and restaurants, and covers nearly all beverages manufactured by the BCI Companies at the time the commitment was made. LRB includes carbonated soft drinks ("CSDs"), juices and juice drinks, ready-to-drink ("RTD") teas and coffees, sports drinks, energy drinks, water and value-added water. LRB excludes alcoholic beverages, dairy products, brewed beverages, drink mixes, energy shots, lemon and lime juice, coconut milk, concentrates, flavor drops, and tap water.

Appendix B: Methodology Summary

The measurement approach is described in detail in earlier BCI reports and in the accompanying detailed methodology document. It is based on three features: (1) using sales volume data as a proxy for consumption; (2) using multiple data sources in order to corroborate findings; and (3) identifying the underlying drivers of changes in calories per person.

Consistent with previous reports, the main national calorie estimates shown are based on Beverage Marketing Corporation's DrinkTell database ("DrinkTell"). DrinkTell provides data for all beverages classified as LRB and sold through all channels. A second beverage volume data source, the Beverage Digest Fact Book, is used to corroborate volume trends among the beverage categories it fully covers, including carbonated soft drinks ("CSDs"), the largest category in terms of both volume and calories. Finally, the Nielsen Company's Scantrack dataset ("Scantrack") is used to examine calorie trends within the narrower set of sales channels covered by this dataset. Scantrack covers all packaged beverages sold in most major chain stores, which have accounted for about 60% of the LRB volumes captured by DrinkTell. The Scantrack dataset is also used to measure container size changes because it is the only dataset with detailed stock keeping unit ("SKU") level product information.

This report on 2020 progress shows per person calorie estimates for 2020, the sixth year of BCI implementation at the national level. It also features revised estimates for 2014 through 2019 and the 2025 goal. Updates to these estimates were due to revisions in the underlying brand-level sales volume estimates in DrinkTell and Scantrack.

The full methodology can be found at www.ameribev.org/education-resources/policies-research/bci.

Appendix C: Data Tables

Average Calories Per Person Per Day (Average Per Capita Daily Calories)[1]

Category	2014	2015	2016	2017	2018	2019	2020	2014-2020 Change	2019-2020 Change
Total									
CSD	128.3	126.8	126.3	124.8	122.5	119.7	113.2	-15.1	-6.5
Juice	43.6	43.1	43.5	41.7	40.1	39.2	36.7	-6.9	-2.5
RTD Tea	11.5	11.8	12.1	12.2	11.9	11.6	11.4	-0.1	-0.2
RTD Coffee	2.2	2.5	2.7	3.1	3.2	3.4	3.6	1.4	0.3
Energy	6.6	7.3	7.5	7.9	8.2	7.6	7.5	0.9	-0.1
Value Added Water	0.8	0.8	0.8	0.9	0.9	0.8	0.6	-0.2	-0.2
Sports Drinks	9.7	10.3	10.7	10.5	10.6	9.7	9.5	-0.2	-0.2
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	**202.8**	**202.6**	**203.6**	**201.0**	**197.5**	**192.1**	**182.6**	**-20.2**	**-9.5**
Full-Calorie (More than 67 Calories per 8 oz.)									
CSD	127.8	126.4	125.9	124.4	122.2	119.4	112.9	-14.9	-6.5
Juice	38.8	38.4	39.1	37.6	35.9	35.1	32.4	-6.4	-2.7
RTD Tea	7.6	8.2	8.5	8.5	8.2	8.1	7.7	0.1	-0.4
RTD Coffee	2.2	2.5	2.7	3.0	3.2	3.3	3.5	1.3	0.2
Energy	6.4	7.1	7.4	7.8	8.0	7.4	7.3	0.9	-0.1
Value Added Water	0.1	0.1	0.0	0.0	0.0	0.0	0.0	-0.1	0.0
Sports Drinks	0.0	0.1	0.1	0.2	0.5	0.0	0.0	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**182.9**	**182.7**	**183.7**	**181.5**	**178.0**	**173.4**	**163.9**	**-19.0**	**-9.5**
Mid-Calorie (41-66 Calories per 8 oz.)									
CSD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Juice	4.6	4.5	4.2	3.9	4.0	3.9	3.9	-0.7	0.0
RTD Tea	3.7	3.2	3.2	3.2	3.2	3.0	3.0	-0.7	0.0
RTD Coffee	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Energy	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Value Added Water	0.6	0.6	0.7	0.7	0.7	0.7	0.5	-0.1	-0.1
Sports Drinks	9.4	10.0	10.3	10.0	9.9	9.5	9.3	-0.2	-0.2
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**18.4**	**18.4**	**18.3**	**17.9**	**17.9**	**17.2**	**16.9**	**-1.6**	**-0.4**
Low-Calorie (5-40 Calories per 8 oz.)									
CSD	0.3	0.2	0.2	0.2	0.1	0.1	0.1	-0.2	0.0
Juice	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.1	0.2
RTD Tea	0.2	0.3	0.4	0.5	0.5	0.4	0.7	0.5	0.2
RTD Coffee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Energy	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Value Added Water	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	-0.1
Sports Drinks	0.3	0.3	0.3	0.2	0.3	0.2	0.2	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**1.2**	**1.3**	**1.3**	**1.4**	**1.3**	**1.2**	**1.6**	**0.4**	**0.4**
No-Calorie (Less than 5 calories per 8 oz.)									
CSD	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0
Juice	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RTD Tea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RTD Coffee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Energy	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Value Added Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sports Drinks	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**0.3**	**0.2**	**0.2**	**0.2**	**0.2**	**0.2**	**0.2**	**0.0**	**0.0**
By Nielsen-Measured Channels and Non-Nielsen Channels									
Nielsen[2]	123.7	122.3	121.6	119.2	117.0	114.1	120.2	-3.5	6.1
Non-Nielsen[3]	79.1	80.3	82.0	81.8	80.5	77.9	62.3	-16.8	-15.6

Daily Volume Per Person, Ounces Per Person Per Day[1]

Category	2014	2015	2016	2017	2018	2019	2020	2014-2020 Change	2019-2020 Change
Total									
CSD	14.0	13.6	13.4	13.2	13.1	12.9	12.3	-1.6	-0.5
Juice	3.7	3.6	3.6	3.4	3.3	3.2	3.1	-0.5	-0.1
RTD Tea	1.7	1.8	1.8	1.9	1.8	1.8	1.8	0.0	0.0
RTD Coffee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.0
Energy	0.6	0.7	0.7	0.7	0.8	0.9	0.9	0.2	0.0
Value Added Water	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.1	0.0
Sports Drinks	1.6	1.6	1.7	1.6	1.7	1.8	1.8	0.2	0.1
Water	12.2	13.0	14.0	14.8	15.5	16.1	16.6	4.5	0.6
Total	**34.2**	**34.9**	**35.7**	**36.2**	**36.8**	**37.1**	**37.2**	**3.0**	**0.1**
Full-Calorie (More than 67 Calories per 8 oz.)									
CSD	10.1	10.0	9.9	9.8	9.7	9.5	9.0	-1.1	-0.5
Juice	2.9	2.8	2.8	2.7	2.6	2.6	2.4	-0.5	-0.2
RTD Tea	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.0	0.0
RTD Coffee	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.0
Energy	0.5	0.5	0.6	0.6	0.6	0.6	0.5	0.1	0.1
Value Added Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sports Drinks	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**14.3**	**14.3**	**14.3**	**14.2**	**13.9**	**13.6**	**12.9**	**-1.4**	**-0.7**
Mid-Calorie (41-66 Calories per 8 oz.)									
CSD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Juice	0.7	0.6	0.6	0.6	0.6	0.6	0.6	-0.1	0.0
RTD Tea	0.6	0.5	0.5	0.5	0.5	0.5	0.5	-0.1	0.0
RTD Coffee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Energy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Value Added Water	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Sports Drinks	1.4	1.4	1.5	1.4	1.4	1.4	1.3	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**2.7**	**2.7**	**2.7**	**2.6**	**2.6**	**2.5**	**2.5**	**-0.2**	**-0.1**
Low-Calorie (5-40 Calories per 8 oz.)									
CSD	0.1	0.1	0.1	0.0	0.0	0.0	0.0	-0.1	0.0
Juice	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1
RTD Tea	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1
RTD Coffee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Energy	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Value Added Water	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Sports Drinks	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**0.6**	**0.2**	**0.2**
No-Calorie (Less than 5 calories per 8 oz.)									
CSD	3.8	3.6	3.4	3.3	3.3	3.3	3.3	-0.4	0.0
Juice	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RTD Tea	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.0	0.0
RTD Coffee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Energy	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.0
Value Added Water	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.1	0.0
Sports Drinks	0.1	0.1	0.1	0.1	0.1	0.2	0.4	0.3	0.1
Water	12.2	13.1	14.0	14.8	15.5	16.1	16.7	4.6	0.7
Subtotal	**16.7**	**17.4**	**18.2**	**18.9**	**19.7**	**20.5**	**21.3**	**4.6**	**0.8**
By Nielsen-Measured Channels and Non-Nielsen Channels									
Nielsen[2]	20.9	21.2	21.8	21.8	22.2	22.3	23.8	2.9	1.4
Non-Nielsen[3]	13.3	13.7	13.8	14.3	14.6	14.8	13.5	0.1	-1.3

[1] Data from DrinkTell and Census Bureau   [2] Data from Nielsen Scantrack and Census Bureau   [3] Represents the difference between Drinktell and Nielsen Scantrack   Note: All averages are weighted by volume.

Appendix C: Data Tables

Total LRB Volume Eight-Ounce Equivalent Servings, In Millions[1]

Category	2014	2015	2016	2017	2018	2019	2020	2014-2020 Change	2019-2020 Change
Total									
CSD	202,805	199,636	198,081	195,531	194,720	192,640	185,667	(17,138)	(6,973)
Juice	53,049	52,547	52,650	50,624	49,156	48,324	47,084	(5,965)	(1,240)
RTD Tea	25,322	26,315	27,204	27,500	27,412	26,902	26,625	1,302	(277)
RTD Coffee	1,925	2,230	2,515	2,837	3,086	3,291	3,717	1,793	426
Energy	9,250	10,067	10,555	10,944	11,882	12,911	13,234	3,984	323
Value Added Water	4,631	4,861	5,180	5,510	5,992	5,957	5,769	1,138	(189)
Sports Drinks	22,651	23,902	24,824	24,307	24,989	25,475	26,883	4,232	1,408
Water	176,924	190,916	206,545	219,485	231,182	240,478	250,699	73,774	10,221
Total	**496,558**	**510,475**	**527,554**	**536,738**	**548,418**	**555,979**	**559,677**	**63,120**	**3,698**
Full-Calorie (More than 67 Calories per 8 oz.)									
CSD	146,642	146,462	147,035	145,920	144,652	142,282	135,424	(11,218)	(6,858)
Juice	42,076	41,682	42,095	40,514	39,080	38,353	35,529	(6,547)	(2,824)
RTD Tea	10,646	11,595	12,182	12,214	11,995	11,977	11,430	784	(547)
RTD Coffee	1,866	2,087	2,368	2,624	2,775	2,909	3,104	1,237	194
Energy	6,933	7,754	8,160	8,624	8,905	8,306	8,239	1,307	(66)
Value Added Water	56	52	0	0	0	0	0	(56)	(0)
Sports Drinks	24	69	179	299	592	-	1	(23)	1
Water	-	-	-	-	-	-	-	-	-
Subtotal	**208,244**	**209,701**	**212,020**	**210,196**	**207,999**	**203,827**	**193,726**	**(14,517)**	**(10,100)**
Mid-Calorie (41-66 Calories per 8 oz.)									
CSD	8	8	8	8	6	2	1	(7)	(1)
Juice	9,484	9,303	8,949	8,490	8,667	8,483	8,439	(1,045)	(45)
RTD Tea	8,196	7,509	7,401	7,478	7,465	7,054	7,072	(1,124)	19
RTD Coffee	27	39	51	53	74	78	174	147	96
Energy	142	108	63	83	161	209	169	27	(40)
Value Added Water	1,491	1,530	1,646	1,719	1,728	1,627	1,344	(148)	(284)
Sports Drinks	19,949	21,208	22,053	21,472	21,267	20,579	20,204	255	(375)
Water	-	-	-	-	-	-	-	-	-
Subtotal	**39,297**	**39,705**	**40,171**	**39,304**	**39,368**	**38,032**	**37,402**	**(1,896)**	**(630)**
Low-Calorie (5-40 Calories per 8 oz.)									
CSD	1,202	990	827	592	499	371	306	(895)	(65)
Juice	1,288	1,356	1,384	1,404	1,194	1,251	2,697	1,409	1,446
RTD Tea	887	1,247	1,361	1,665	1,661	1,518	2,311	1,423	793
RTD Coffee	30	85	57	92	128	161	247	217	86
Energy	1,146	1,136	1,233	1,142	1,265	1,514	1,909	762	395
Value Added Water	459	494	624	689	754	787	665	206	(122)
Sports Drinks	1,600	1,501	1,464	1,387	1,538	1,410	1,368	(232)	(41)
Water	-	-	-	-	-	-	-	-	-
Subtotal	**6,612**	**6,809**	**6,951**	**6,971**	**7,038**	**7,011**	**9,503**	**2,891**	**2,491**
No-Calorie (Less than 5 calories per 8 oz.)									
CSD	54,954	52,176	50,210	49,011	49,562	49,986	49,937	(5,017)	(49)
Juice	202	205	221	216	215	238	420	218	182
RTD Tea	5,592	5,965	6,261	6,142	6,291	6,353	5,812	220	(541)
RTD Coffee	2	19	39	68	109	143	193	191	50
Energy	1,028	1,069	1,099	1,094	1,551	2,883	2,917	1,889	35
Value Added Water	2,624	2,785	2,910	3,102	3,510	3,543	3,760	1,136	217
Sports Drinks	1,078	1,125	1,128	1,149	1,592	3,486	5,310	4,231	1,823
Water	176,924	190,916	206,545	219,485	231,182	240,478	250,699	73,774	10,221
Subtotal	**242,405**	**254,260**	**268,413**	**280,267**	**294,012**	**307,110**	**319,047**	**76,642**	**11,938**
By Nielsen-Measured Channels and Non-Nielsen Channels									
Nielsen[2]	302,797	309,711	322,949	324,852	331,900	335,388	358,231	55,434	22,843
Non-Nielsen[3]	193,761	200,764	204,605	211,886	216,519	220,591	201,447	7,686	(19,145)

[1] Data from DrinkTell   [2] Data from Nielsen Scantrack   [3] Represents the difference between Drinktell and Nielsen Scantrack

Share of LRB Volume by Beverage Category[1]

Category	2014	2015	2016	2017	2018	2019	2020	2014-2020 Change	2019-2020 Change
Total									
CSD	41%	39%	38%	36%	36%	35%	33%	-8%	-1%
Juice	11%	10%	10%	9%	9%	9%	8%	-2%	0%
RTD Tea	5%	5%	5%	5%	5%	5%	5%	0%	0%
RTD Coffee	0%	0%	0%	1%	1%	1%	1%	0%	0%
Energy	2%	2%	2%	2%	2%	2%	2%	1%	0%
Value Added Water	1%	1%	1%	1%	1%	1%	1%	0%	0%
Sports Drinks	5%	5%	5%	5%	5%	5%	5%	0%	0%
Water	36%	37%	39%	41%	42%	43%	45%	9%	2%
Total	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Full-Calorie (More than 67 Calories per 8 oz.)									
CSD	30%	29%	28%	27%	26%	26%	24%	-5%	-1%
Juice	8%	8%	8%	8%	7%	7%	6%	-2%	-1%
RTD Tea	2%	2%	2%	2%	2%	2%	2%	0%	0%
RTD Coffee	0%	0%	0%	0%	1%	1%	1%	0%	0%
Energy	1%	2%	2%	2%	2%	1%	1%	0%	0%
Value Added Water	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sports Drinks	0%	0%	0%	0%	0%	0%	0%	0%	0%
Water	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal	**42%**	**41%**	**40%**	**39%**	**38%**	**37%**	**35%**	**-7%**	**-2%**
Mid-Calorie (41-66 Calories per 8 oz.)									
CSD	0%	0%	0%	0%	0%	0%	0%	0%	0%
Juice	2%	2%	2%	2%	2%	2%	2%	0%	0%
RTD Tea	2%	1%	1%	1%	1%	1%	1%	0%	0%
RTD Coffee	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy	0%	0%	0%	0%	0%	0%	0%	0%	0%
Value Added Water	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sports Drinks	4%	4%	4%	4%	4%	4%	4%	0%	0%
Water	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal	**8%**	**8%**	**8%**	**7%**	**7%**	**7%**	**7%**	**-1%**	**0%**
Low-Calorie (5-40 Calories per 8 oz.)									
CSD	0%	0%	0%	0%	0%	0%	0%	0%	0%
Juice	0%	0%	0%	0%	0%	0%	0%	0%	0%
RTD Tea	0%	0%	0%	0%	0%	0%	0%	0%	0%
RTD Coffee	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy	0%	0%	0%	0%	0%	0%	0%	0%	0%
Value Added Water	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sports Drinks	0%	0%	0%	0%	0%	0%	0%	0%	0%
Water	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal	**1%**	**1%**	**1%**	**1%**	**1%**	**1%**	**2%**	**0%**	**0%**
No-Calorie (Less than 5 calories per 8 oz.)									
CSD	11%	10%	10%	9%	9%	9%	9%	-2%	0%
Juice	0%	0%	0%	0%	0%	0%	0%	0%	0%
RTD Tea	1%	1%	1%	1%	1%	1%	1%	0%	0%
RTD Coffee	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy	0%	0%	0%	0%	0%	1%	1%	0%	0%
Value Added Water	1%	1%	1%	1%	1%	1%	1%	0%	0%
Sports Drinks	0%	0%	0%	0%	0%	1%	1%	1%	0%
Water	36%	37%	39%	41%	42%	43%	45%	9%	2%
Subtotal	**49%**	**50%**	**51%**	**52%**	**54%**	**55%**	**57%**	**8%**	**2%**
By Nielsen-Measured Channels and Non-Nielsen Channels									
Nielsen[2]	61%	61%	61%	61%	61%	60%	64%	3%	4%
Non-Nielsen[3]	39%	39%	39%	39%	39%	40%	36%	-3%	-4%

Appendix C: Data Tables

Average Calories Per Eight-Ounce Serving[1]

Category	2014	2015	2016	2017	2018	2019	2020	2014-2020 Change	2019-2020 Change
Total									
CSD	73.5	74.4	75.4	75.7	75.0	74.5	73.5	0.0	-1.0
Juice	95.6	96.1	97.7	97.7	97.3	97.3	94.0	-1.6	-3.3
RTD Tea	52.7	52.5	52.5	52.6	52.0	51.7	51.7	-1.1	-0.1
RTD Coffee	133.6	130.7	126.7	128.0	124.7	122.1	117.1	-16.5	-5.0
Energy	82.7	84.7	84.4	86.2	82.3	70.8	68.5	-14.1	-2.2
Value Added Water	21.3	20.2	18.9	18.4	17.0	16.4	13.4	-7.9	-3.0
Sports Drinks	50.0	50.4	50.9	51.1	50.7	45.8	42.6	-7.3	-3.2
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	**47.5**	**46.5**	**45.6**	**44.4**	**43.0**	**41.4**	**39.3**	**-8.1**	**-2.1**
Full-Calorie (More than 67 Calories per 8 oz.)									
CSD	101.3	101.0	101.2	101.2	100.8	100.6	100.5	-0.8	-0.1
Juice	107.2	108.0	110.0	110.0	109.7	109.7	110.1	2.9	0.4
RTD Tea	82.7	82.7	82.4	82.2	81.9	81.4	81.4	-1.3	0.0
RTD Coffee	136.5	137.5	133.0	136.8	136.7	136.1	136.5	-0.1	0.4
Energy	107.2	107.5	107.0	107.3	107.4	107.0	107.0	-0.2	0.0
Value Added Water	120.1	120.7	100.0	100.0	100.0	100.0	100.0	-20.1	0.0
Sports Drinks	95.0	95.0	95.0	95.0	95.0	95.0	95.0	0.0	0.0
Water	-	-	-	-	-	-	-	-	-
Subtotal	**102.1**	**102.0**	**102.5**	**102.5**	**102.1**	**102.0**	**102.0**	**0.0**	**0.1**
Mid-Calorie (41-66 Calories per 8 oz.)									
CSD	60.0	60.0	60.0	60.0	60.0	60.0	59.8	-0.2	-0.2
Juice	56.4	56.3	54.9	54.8	54.7	55.4	55.8	-0.6	0.4
RTD Tea	52.0	50.5	50.7	51.2	51.3	51.1	51.0	-1.0	-0.1
RTD Coffee	53.1	53.0	50.8	48.3	48.1	47.2	48.5	-4.6	1.3
Energy	60.0	60.8	64.4	63.4	52.7	57.3	57.1	-3.0	-0.2
Value Added Water	49.0	49.0	48.7	48.7	48.6	48.5	48.6	-0.5	0.0
Sports Drinks	55.0	55.1	55.1	55.2	55.4	55.3	55.3	0.3	0.1
Water	-	-	-	-	-	-	-	-	-
Subtotal	**54.5**	**54.3**	**54.0**	**54.1**	**54.2**	**54.2**	**54.3**	**-0.2**	**0.1**
Low-Calorie (5-40 Calories per 8 oz.)									
CSD	24.6	26.3	30.7	33.2	34.8	35.5	36.6	12.0	1.1
Juice	17.8	17.9	18.0	17.9	18.7	17.0	15.5	-2.4	-1.6
RTD Tea	29.1	32.7	33.8	34.9	34.7	35.4	35.8	6.7	0.4
RTD Coffee	27.5	30.3	20.3	15.8	15.4	13.8	13.3	-14.2	-0.5
Energy	11.1	11.2	10.9	10.8	10.5	8.4	8.1	-3.0	-0.3
Value Added Water	35.7	31.7	25.8	22.9	21.6	21.4	15.4	-20.3	-6.1
Sports Drinks	19.7	20.7	20.7	20.9	20.9	20.7	20.5	0.8	-0.2
Water	-	-	-	-	-	-	-	-	-
Subtotal	**21.1**	**22.5**	**22.6**	**23.2**	**22.9**	**21.3**	**20.3**	**-0.9**	**-1.0**
No-Calorie (Less than 5 calories per 8 oz.)									
CSD	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.0	0.0
Juice	3.5	3.1	3.0	3.0	3.0	1.0	1.8	-1.8	0.7
RTD Tea	0.4	0.4	0.4	0.3	0.3	0.3	0.3	-0.1	0.0
RTD Coffee	1.7	0.2	0.1	0.2	0.2	0.2	-0.1	-1.8	-0.3
Energy	0.0	0.2	0.2	0.2	0.1	0.1	0.1	0.0	0.0
Value Added Water	0.9	0.4	0.6	0.6	0.5	0.5	0.5	-0.4	0.0
Sports Drinks	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.0**	**0.0**
By Nielsen-Measured Channels and Non-Nielsen Channels									
Nielsen[2]	47.5	46.2	44.5	43.6	42.2	40.9	40.5	-7.0	-0.4
Non-Nielsen[3]	47.5	46.8	47.4	45.6	44.2	42.2	37.3	-10.1	-4.9

[1] Data from DrinkTell [2] Data from Nielsen Scantrack [3] Represents the difference between Drinktell and Nielsen Scantrack

Average Oz. Per Container (Containers ≤ 1L Only) by Beverage Category[2]

Category	2014	2015	2016	2017	2018	2019	2020	2014-2020 Change	2019-2020 Change
Total									
CSD	13.5	13.6	13.7	13.7	13.7	13.7	13.6	0.1	-0.1
Juice	9.4	9.6	9.7	9.8	9.7	9.7	9.7	0.3	0.0
RTD Tea	18.5	18.4	18.3	18.4	18.4	18.2	18.0	-0.5	-0.2
RTD Coffee	12.6	12.6	12.7	12.6	12.6	12.7	12.7	0.1	0.0
Energy	14.2	14.5	14.5	14.6	14.6	14.5	14.3	0.0	-0.2
Value Added Water	16.2	16.1	16.6	16.7	16.8	16.8	16.8	0.5	-0.1
Sports Drinks	23.1	22.7	22.4	22.0	21.8	21.6	20.7	-2.5	-1.0
Water	17.1	17.0	16.9	16.8	16.8	16.7	16.7	-0.4	0.0
Total	**15.1**	**15.2**	**15.3**	**15.3**	**15.3**	**15.3**	**15.2**	**0.1**	**-0.1**
Full-Calorie (More than 67 Calories per 8 oz.)									
CSD	13.4	13.4	13.5	13.5	13.5	13.5	13.4	0.0	-0.1
Juice	10.4	10.8	11.0	11.4	11.4	11.4	11.5	1.0	0.0
RTD Tea	19.1	18.9	18.8	18.6	18.5	18.3	18.0	-1.1	-0.2
RTD Coffee	12.6	12.6	12.7	12.6	12.6	12.7	12.7	0.1	0.0
Energy	14.0	14.2	14.3	14.3	14.3	14.0	13.8	-0.2	-0.2
Value Added Water	19.8	19.7	17.6	17.8	19.0	19.7	20.1	0.3	0.4
Sports Drinks	14.6	15.3	15.8	17.6	18.7	19.0	18.7	4.1	-0.3
Water	-	-	-	-	-	-	-	-	-
Subtotal	**13.2**	**13.3**	**13.4**	**13.5**	**13.5**	**13.4**	**13.4**	**0.2**	**-0.1**
Mid-Calorie (41-66 Calories per 8 oz.)									
CSD	-	-	-	-	-	-	-	-	-
Juice	8.8	9.1	9.5	8.8	8.5	8.5	8.3	-0.5	-0.1
RTD Tea	18.3	18.1	17.9	18.4	18.6	18.5	18.3	0.0	-0.2
RTD Coffee	14.6	13.9	12.8	9.6	10.8	11.8	11.0	-3.5	-0.7
Energy	14.9	15.4	15.1	15.7	19.3	22.1	23.3	8.4	1.2
Value Added Water	20.3	20.3	20.0	19.9	19.8	19.5	19.3	-0.9	-0.2
Sports Drinks	23.2	22.7	22.4	22.2	21.9	21.8	20.9	-2.3	-0.9
Water	-	-	-	-	-	-	-	-	-
Subtotal	**18.8**	**18.9**	**19.0**	**18.6**	**18.3**	**18.0**	**17.4**	**-1.4**	**-0.7**
Low-Calorie (5-40 Calories per 8 oz.)									
CSD	13.5	13.0	13.2	13.2	13.2	13.1	13.0	-0.4	-0.1
Juice	7.0	6.9	6.8	6.8	6.8	6.7	6.8	-0.2	0.0
RTD Tea	21.2	21.5	22.4	22.0	20.6	20.0	19.4	-1.7	-0.5
RTD Coffee	11.2	11.9	12.2	11.0	10.9	10.9	11.4	0.3	0.5
Energy	13.3	13.5	13.3	13.3	13.1	12.8	13.0	-0.2	0.3
Value Added Water	7.3	7.6	8.7	9.6	10.2	10.5	10.5	3.3	0.0
Sports Drinks	20.5	20.1	19.6	18.2	18.0	18.5	18.3	-2.2	-0.2
Water	-	-	-	-	-	-	-	-	-
Subtotal	**10.6**	**10.4**	**10.4**	**10.3**	**10.3**	**10.0**	**9.9**	**-0.7**	**0.0**
No-Calorie (Less than 5 calories per 8 oz.)									
CSD	14.0	14.1	14.2	14.2	14.2	14.2	14.1	0.2	0.0
Juice	12.7	11.5	11.3	11.3	11.3	11.4	13.1	0.4	1.7
RTD Tea	17.3	17.4	17.4	17.4	17.4	17.3	17.2	-0.1	-0.1
RTD Coffee	7.4	11.8	11.8	12.5	12.9	13.8	12.7	5.3	-1.1
Energy	15.9	15.9	16.2	16.0	16.2	16.2	16.1	0.1	-0.1
Value Added Water	18.7	17.7	17.9	17.8	17.9	17.8	17.8	-0.9	-0.2
Sports Drinks	28.2	27.7	27.4	27.5	27.0	23.4	21.2	-7.0	-2.2
Water	17.1	17.0	16.9	16.8	16.8	16.7	16.7	-0.4	0.0
Subtotal	**16.3**	**16.4**	**16.4**	**16.4**	**16.4**	**16.4**	**16.3**	**0.0**	**0.0**
By Nielsen-Measured Channels and Non-Nielsen Channels									
Nielsen[2]									
Non-Nielsen[3]									

DrinkTell does not report container size information, thus all container size information reported above is reflective of beverages sold in Nielsen-measured channels.