

# 2025 Beverage Calories Initiative:

## Report on 2024 Progress toward the National Calorie Goal

December 1, 2025

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Prepared by:



Prepared for:



Begin

# Overall Progress-to-Date

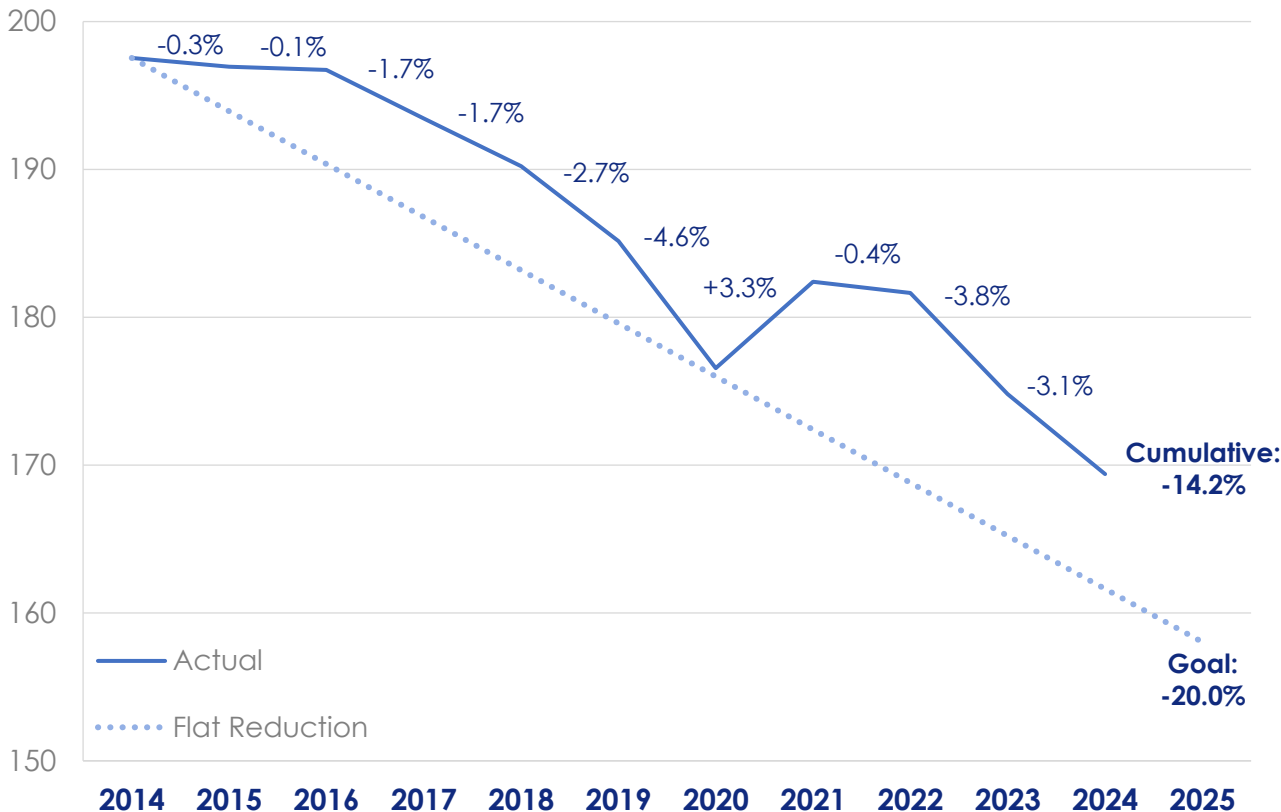
In September 2014, the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation announced a commitment to help reduce liquid refreshment beverage (“LRB”) calories in the American diet nationally by 20% by 2025. This report—one in a series of annual reports—reviews the progress achieved toward this goal through 2024.

From 2014 to 2024, LRB calories per person decreased by 14.2%. This is the net result of varying progress over time. After little progress in 2015 and 2016, calories per person fell notably and at an accelerating pace in 2017, 2018, and 2019, resulting in a cumulative 6.3% reduction in calories per person from 2014 to 2019. The Covid-19 pandemic brought significant volatility to consumption patterns and to average LRB calories per person. This included an outsized reduction in 2020 as beverage consumption outside the home plummeted, followed by a partially offsetting increase in 2021, and a small reduction in 2022 as consumption patterns gradually rebounded. Calories per person then fell steadily and rapidly in 2023 and 2024, declining by 6.2 percentage points. Calories per person will need to decline by another 5.8 percentage points to reach the 20% goal reduction goal.

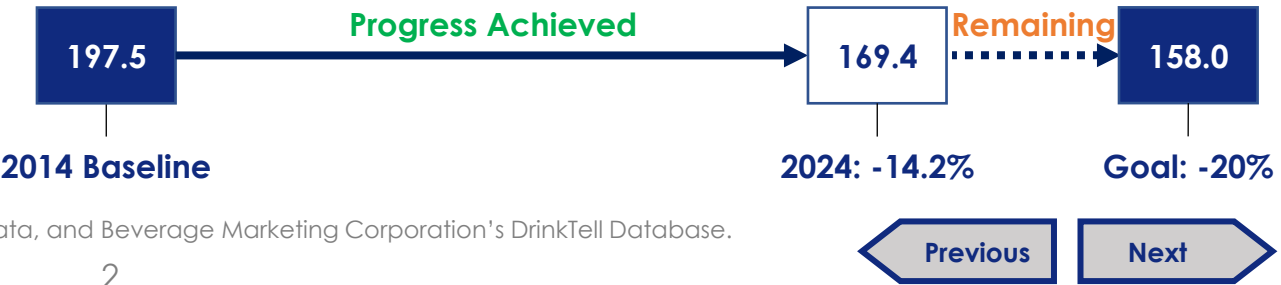
The decrease in calories per person did not come at the cost of beverage volumes. In fact, LRB sales volumes per person grew by 10.3% from 2014 to 2024. This volume growth was driven by no- and low-calorie beverages, especially water, which grew by 44% from 2014 to 2024. Volumes per person of other no- and low-calorie beverages also grew while volumes per person of full- and mid-calorie beverages fell. The shift from full- and mid- to no- and low-calorie beverages has been a consistent trend and it drove a 22% reduction in the average calories per 8-ounce serving from 2014 to 2024.

Calculations Based on Data from U.S. Census Bureau, Nielsen Scantrack, Propriety Company Data, and Beverage Marketing Corporation's DrinkTell Database.

## Average Beverage Calories Per Person Per Day



## Balance Calorie Initiative (“BCI”) National Calorie Goal Progress-to-Date



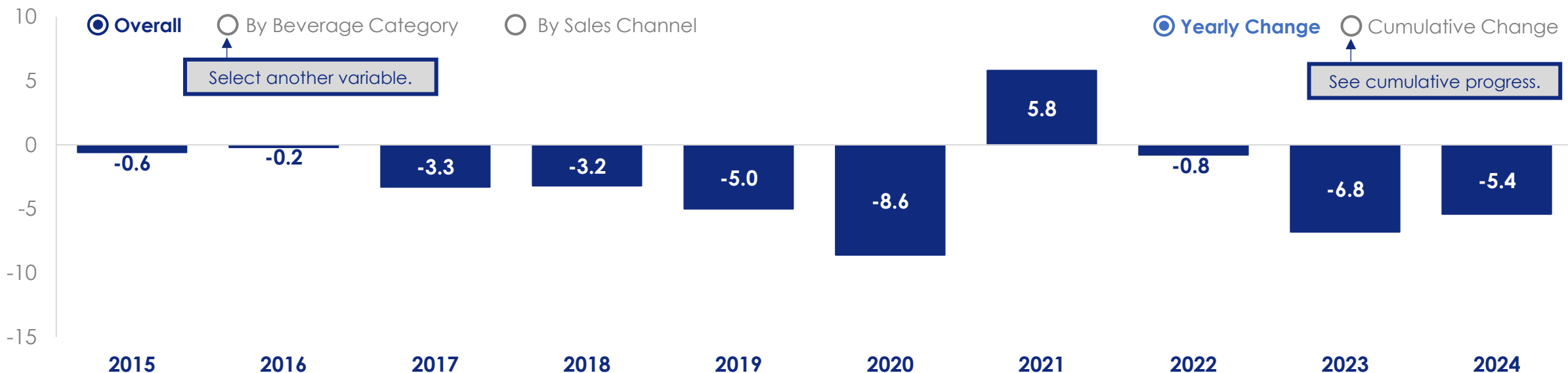
# Trends in Calories per Person per Day

In 2024, calories per person per day fell by 5.4 calories, bringing the cumulative caloric reduction over the course of the commitment to 28.1 calories per person per day. Reductions in calories from CSDs and 100% juices and juice drinks make up the vast majority of this cumulative decline. However, calorie reductions from other non-water beverages have also begun to play a role, and in the process accelerated calorie reductions in 2023 and 2024.

Of the cumulative calorie reduction since 2014, 81% can be attributed to beverages sold through Nielsen-measured channels. These include packaged beverages purchased primarily from chain grocery, convenience, drug, dollar, big box, and club stores. Nielsen channels typically represent about 60% of total LRB volumes and calories. LRB calories per person in these channels have consistently decreased since 2014, except in 2020 when people temporarily shifted food and beverage purchases toward Nielsen-measured channels during the onset of the Covid-19 pandemic.

In contrast, calories from beverages sold through “Non-Nielsen” market segments have not fallen consistently. These segments include restaurants, vending machines, entertainment venues, all other fountain beverages, and other channels. Consumers have been consistently increasing the share of their food and beverage purchases spent at restaurants and other entertainment venues\*, which has hindered calorie reduction progress in non-Nielsen segments and enhanced progress in Nielsen channels. Still, in the most successful years of calorie reduction progress, including 2023 and 2024, calories per person have fallen in both Nielsen and non-Nielsen channels.

## Yearly Change in LRB Calories per Person per Day



\*Source: Advance Retail Sales: Food Services and Drinking Places, Millions of Dollars, Monthly, Seasonally Adjusted.  
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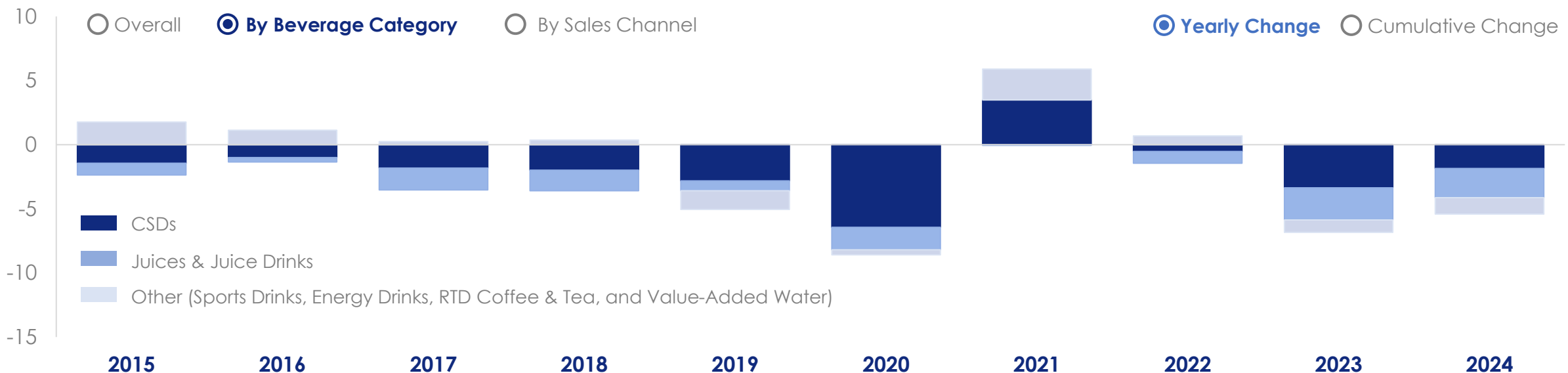
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## Yearly Change in LRB Calories per Person per Day by Beverage Category



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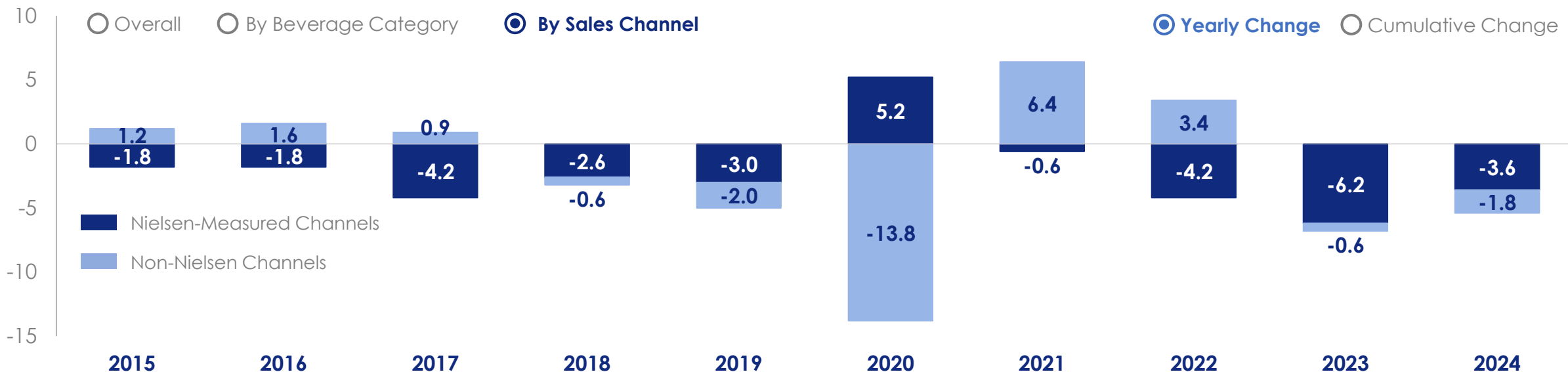
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## Yearly Change in LRB Calories per Person per Day by Channel



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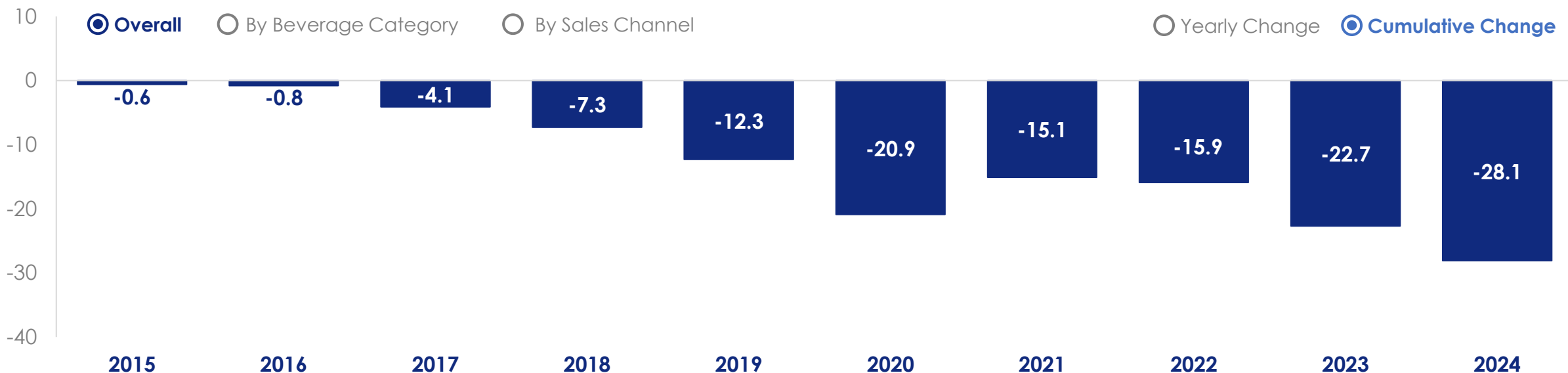
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## Cumulative Change in LRB Calories per Person per Day



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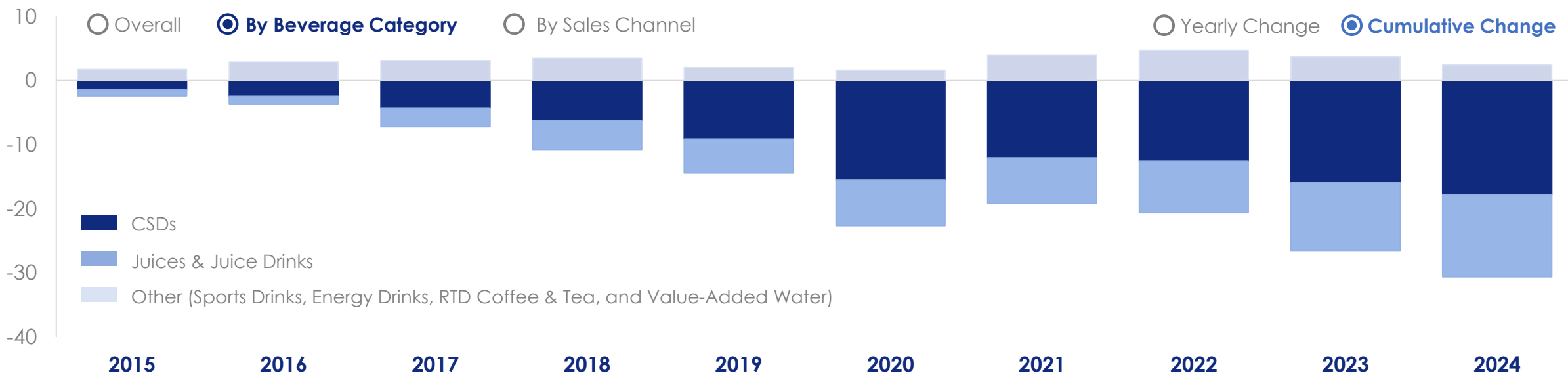
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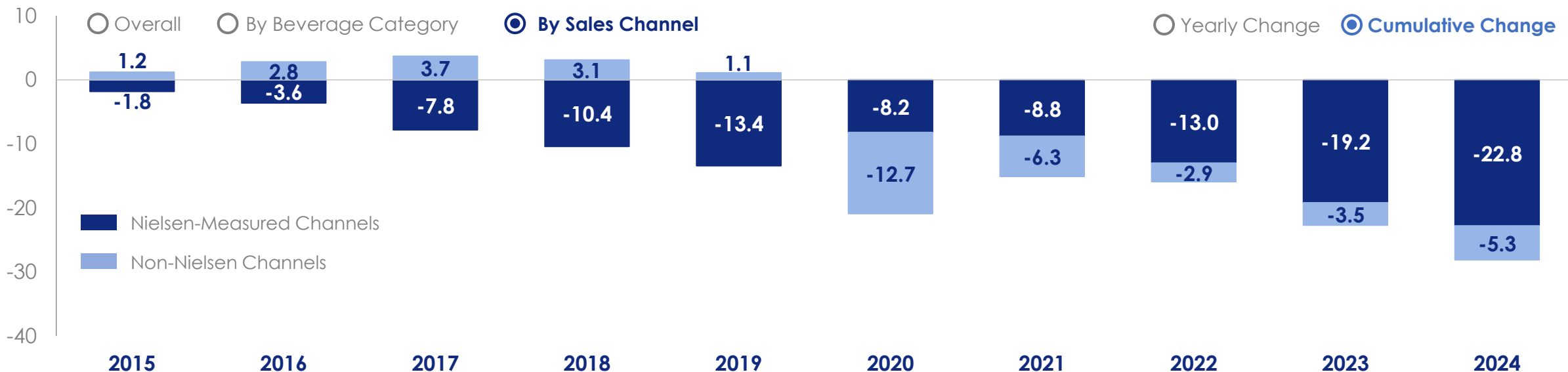
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## Cumulative Change in LRB Calories per Person per Day by Channel



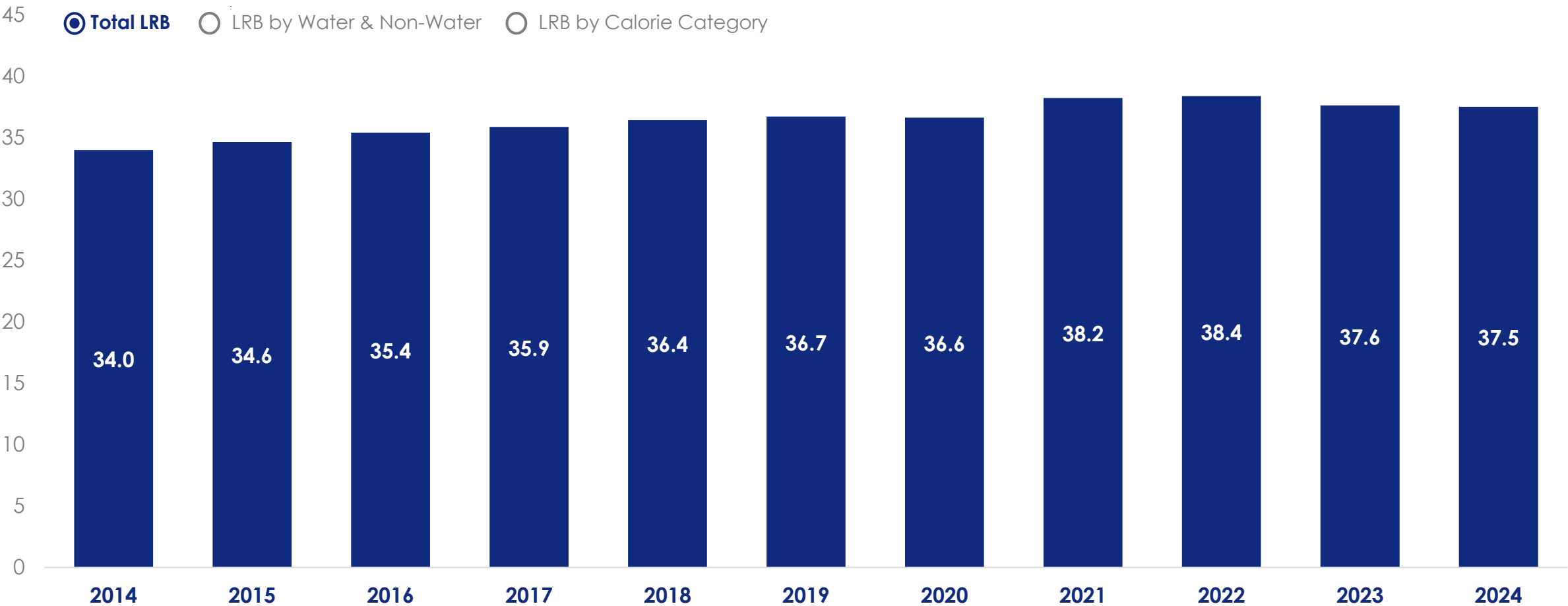
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# Growth in per Person LRB Volumes Driven By Water

LRB volumes increased by 10.3%, from 34.0 ounces per person per day in 2014 to 37.5 in 2024. The growth occurred from 2014 through 2022, with volumes per person decreasing slightly in 2023 and 2024. Most of the growth was driven by water, for which volumes per person grew by 44.4% from 2014 to 2024. Over the same period per person volumes of other no- and low-calorie beverages grew by 8.1% while volumes per person of full- and mid-calorie beverages fell by 14.2%. These trends have significantly shifted the overall mix of beverages consumes towards lower-calorie beverages.

## Daily Ounces per Person per Day

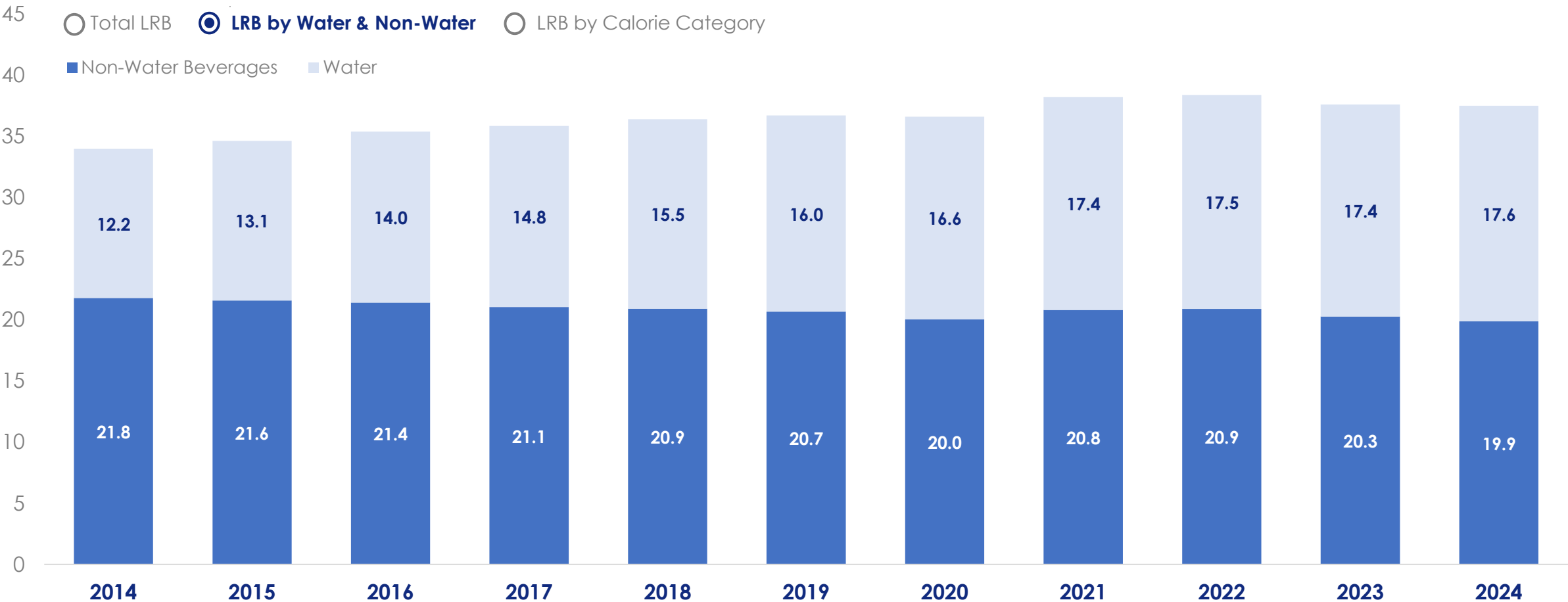


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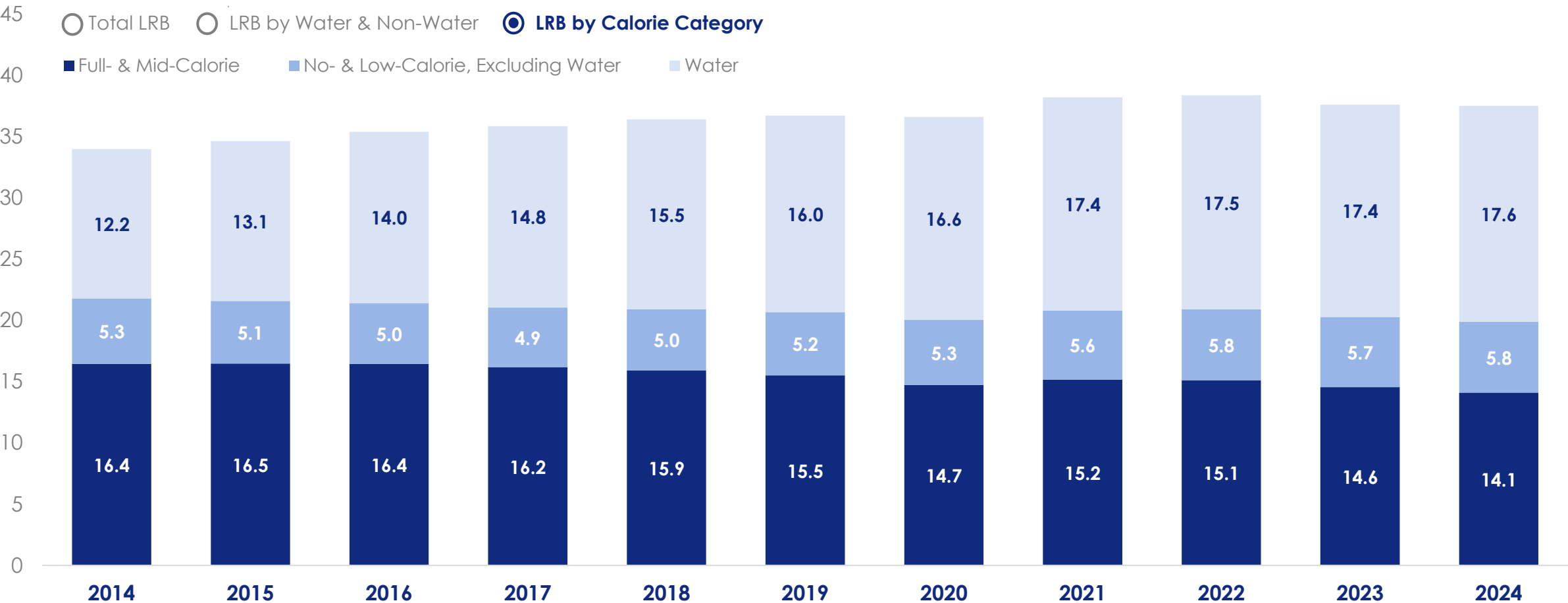


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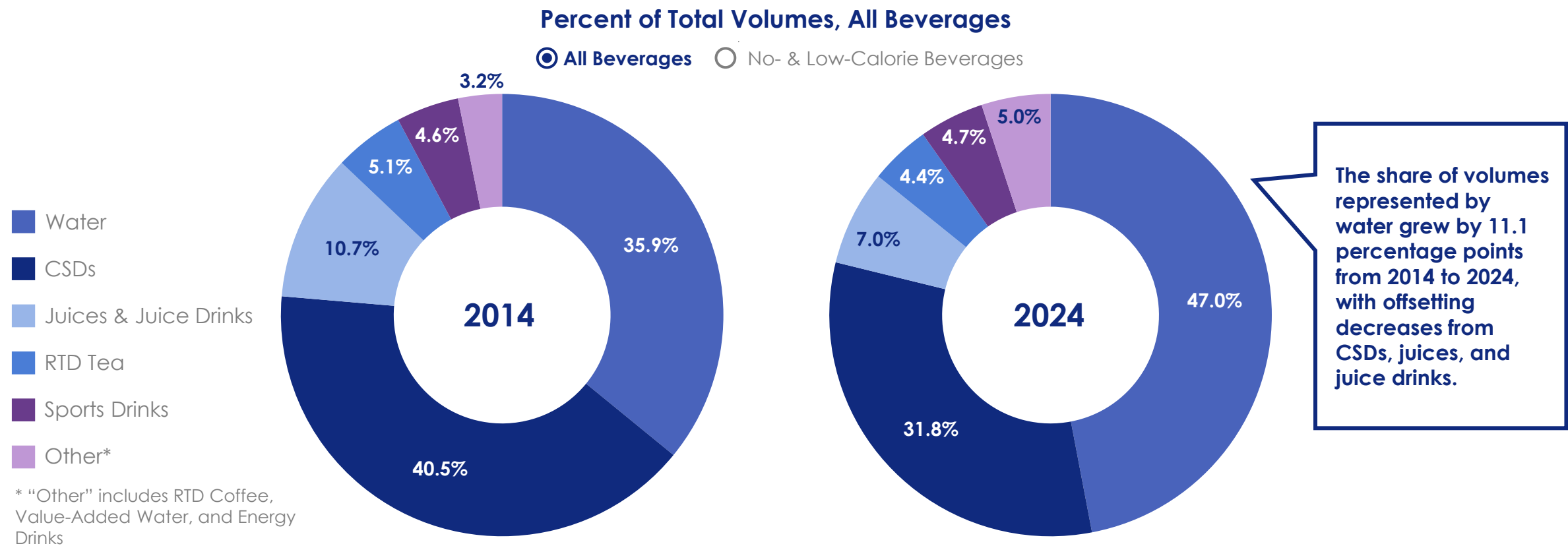
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# Beverage Volumes Shifting Toward Water, Away from Full-Calorie CSDs and Juices



As total per person volumes of water have continued to increase, so too has water's share of total LRB volumes. Per person water volumes – including sparkling waters – grew from representing 35.9% of LRB volumes in 2014 to 47.0% in 2024. The growth in water's share of volumes was matched by decreases in the share of more caloric beverages like CSDs and juices. Together, these two beverage categories account for more than 80% of all LRB calories. Since 2014, per person volumes of full-calorie CSDs and 100% juices and juice drinks fell by 13.3% and 28.7%, respectively. While water's share has increased and the share of full- and mid-calorie beverages decreased, the share of other no- and low-calorie beverages has held steady throughout the commitment period. The result is that in 2024, no- and low-calorie beverages, including water, represented 62.4% of LRB volumes compared to 51.6% in 2014.

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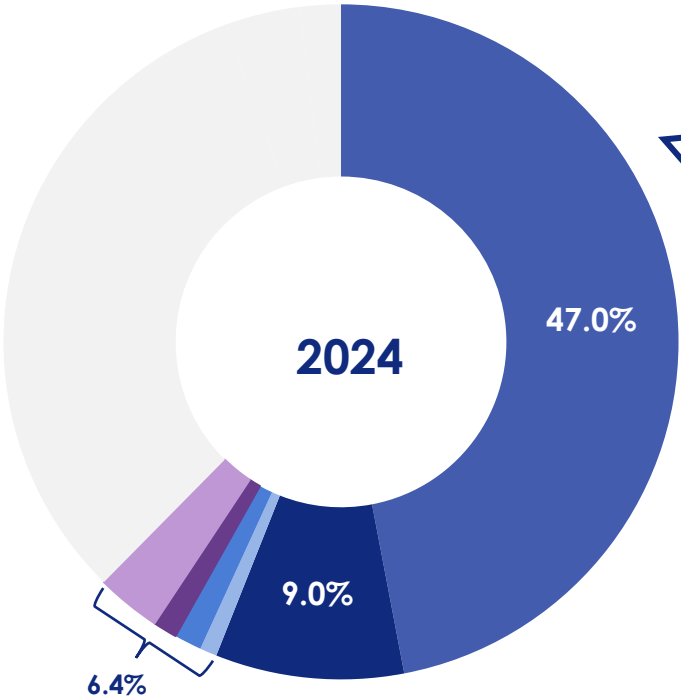
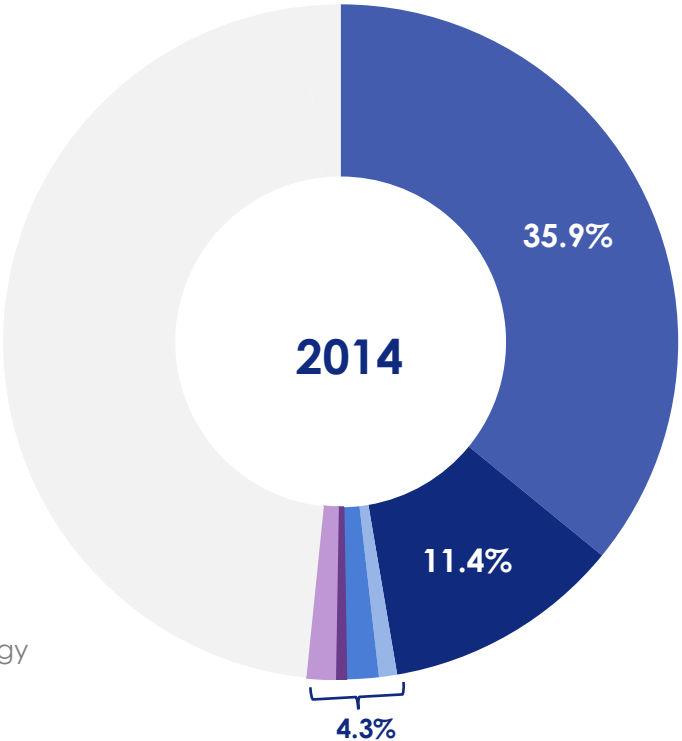
# Beverage Volumes Shifting Toward Water, Away from Full-Calorie CSDs and Juices

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

○ All Beverages    ● No- & Low-Calorie Beverages

- Water
- CSDs
- Juices & Juice Drinks
- RTD Tea
- Sports Drinks
- Other\*

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



The share of volumes that are no- and low-calorie beverages increased from 51.6% to 62.4% from 2014 to 2024. No-calorie beverages alone grew from 49.5% to 60.1%.

As total per person volumes of water have continued to increase, so too has water's share of total LRB volumes. Per person water volumes – including sparkling waters – grew from representing 35.9% of LRB volumes in 2014 to 47.0% in 2024. The growth in water's share of volumes was matched by decreases in the share of more caloric beverages like CSDs and juices. Together, these two beverage categories account for more than 80% of all LRB calories. Since 2014, per person volumes of full-calorie CSDs and 100% juices and juice drinks fell by 13.3% and 28.7%, respectively. While water's share has increased and the share of full- and mid-calorie beverages decreased, the share of other no- and low-calorie beverages has held steady throughout the commitment period. The result is that in 2024, no- and low-calorie beverages, including water, represented 62.4% of LRB volumes compared to 51.6% in 2014.

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Previous

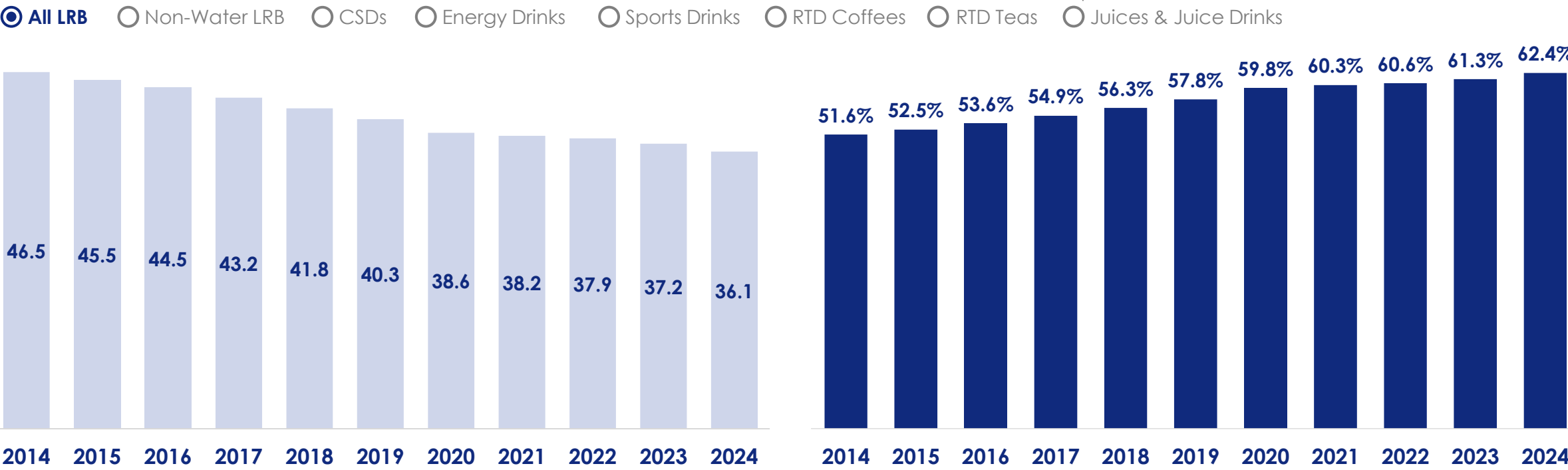
Next

# Growth of No- and Low-Calorie Beverage Volumes Driving Down Calories per 8 oz Serving

The share of beverages that are no- and low-calorie has increased every year of the initiative, driving a 22% decrease in the average calories per 8 oz serving—from 46.5 in 2014 to 36.1 in 2024. While the growth of water accounts for most of this decline, big shifts toward no- and low-calorie beverages within most other LRB categories also contributed. In particular, the shares of energy drinks, sports drinks, and RTD coffees that are no- and low-calorie have grown exponentially since 2014.

A shift from full-calorie CSDs to no-calorie CSDs has also played a role in calorie reductions since 2018. Prior to 2018, volumes of no-calorie CSDs were declining rapidly, driving up the share of CSDs that were full calorie. In 2018, that trend reversed and sales trends for no-calorie CSDs have outperformed those of full-calorie CSDs ever since. No-calorie CSDs now represent their largest proportion of CSD volumes since before the start of the BCI. This shift corresponded with an acceleration in calorie reductions from CSDs and overall. In recent years, the accelerated shift toward no- and low-calorie options among CSDs and other LRB categories has helped to speed up reductions in calories per person even as the rate of water’s growth has slowed.

LRB Calories per 8-Ounce Serving (Left) & Share of LRB Volumes that are No- & Low-Calorie (Right)



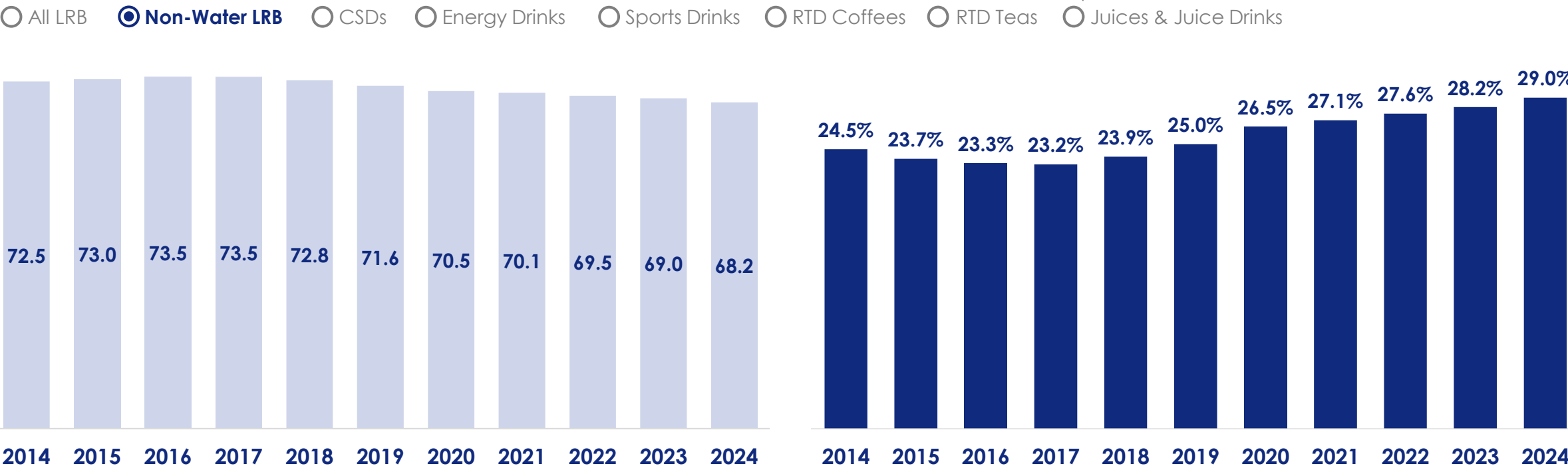
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Non-Water LRB Calories per 8-Ounce Serving (Left) & Share of Non-Water LRB Volumes that are No- & Low-Calorie (Right)



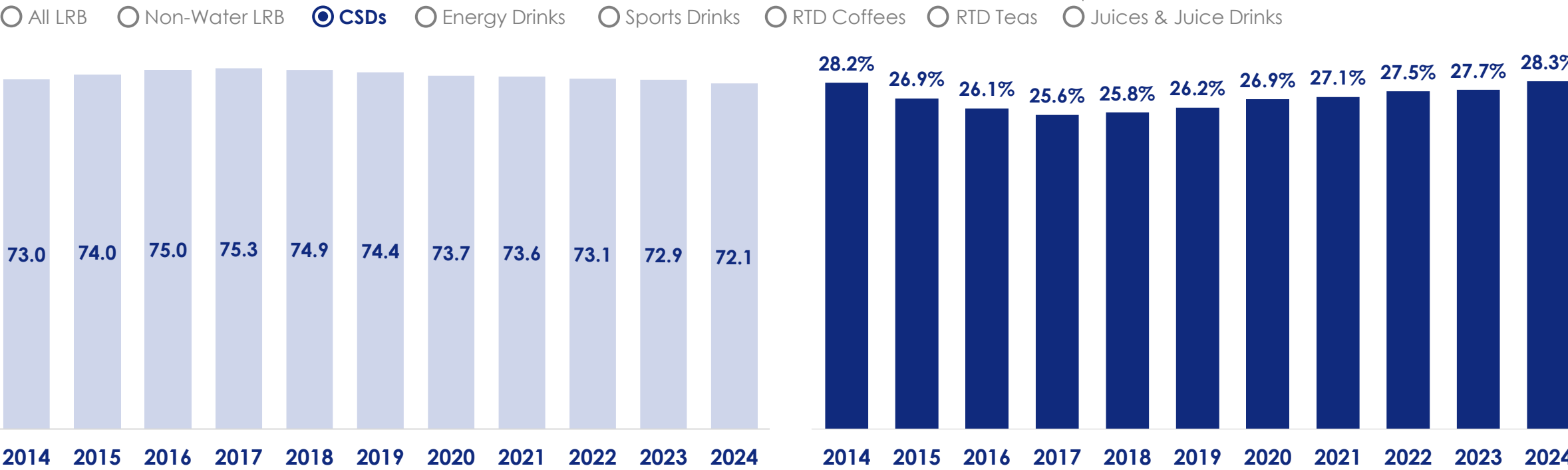
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CSD Calories per 8-Ounce Serving (Left) & Share of CSD Volumes that are No- & Low-Calorie (Right)



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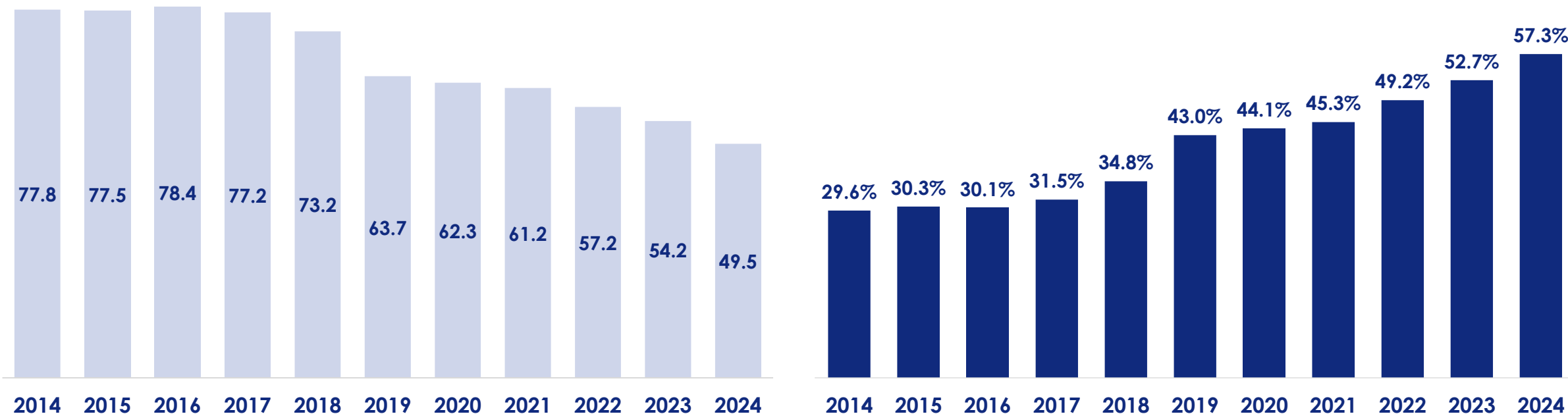
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## Energy Drink Calories per 8-Ounce Serving (Left) & Share of Energy Drink Volumes that are No- & Low-Calorie (Right)

○ All LRB   ○ Non-Water LRB   ○ CSDs   ● **Energy Drinks**   ○ Sports Drinks   ○ RTD Coffees   ○ RTD Teas   ○ Juices & Juice Drinks



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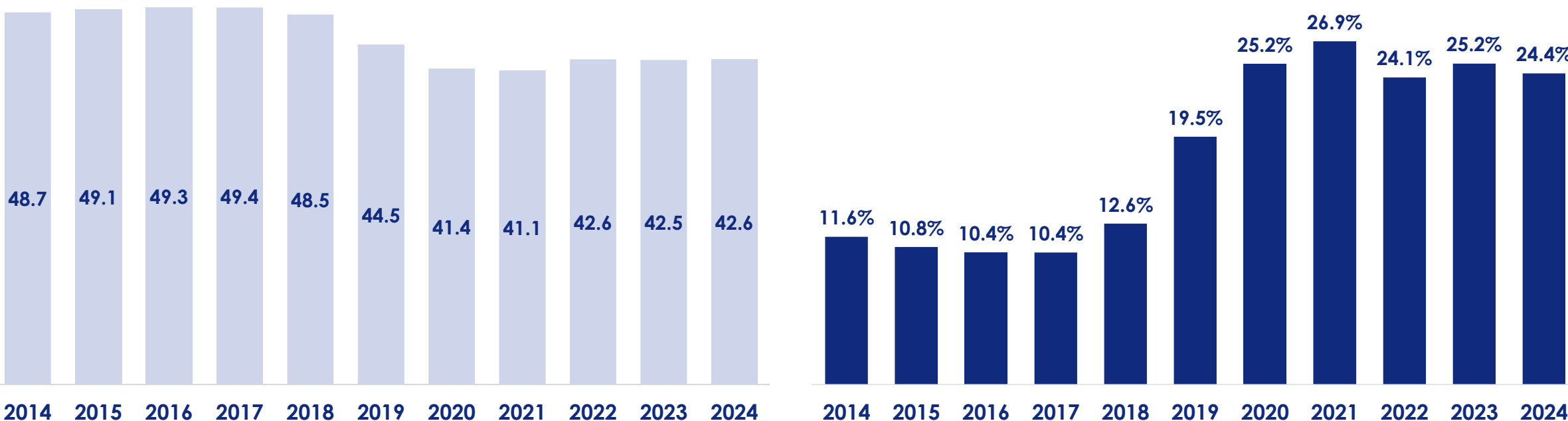
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## Sports Drink Calories per 8-Ounce Serving (Left) & Share of Sports Drink Volumes that are No- & Low-Calorie (Right)

○ All LRB   ○ Non-Water LRB   ○ CSDs   ○ Energy Drinks   ● Sports Drinks   ○ RTD Coffees   ○ RTD Teas   ○ Juices & Juice Drinks



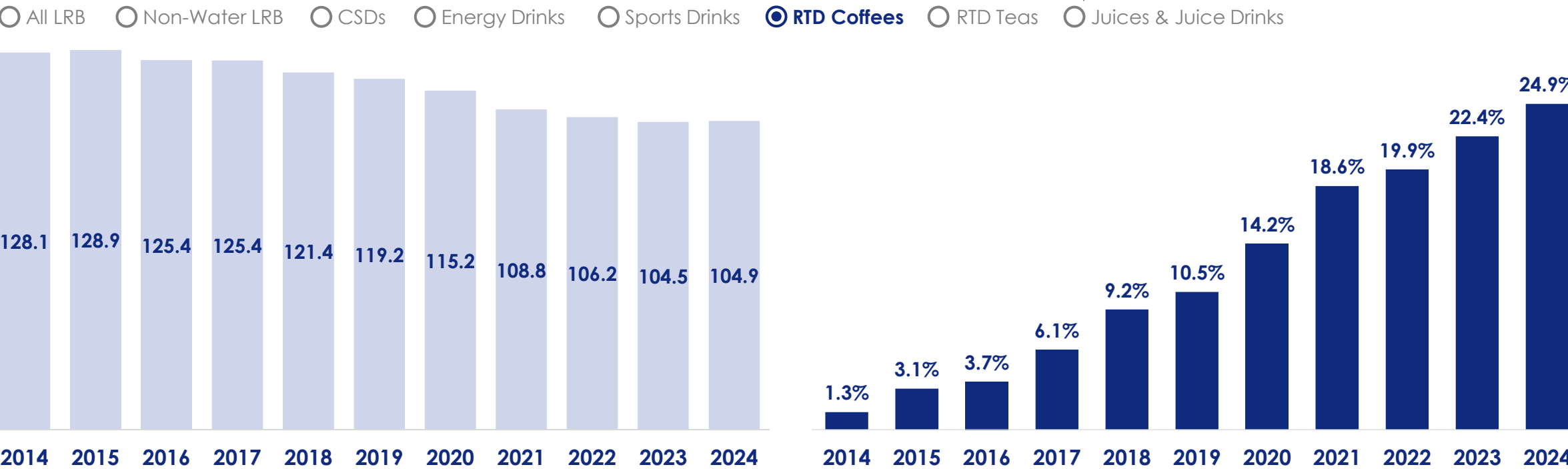
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The share of beverages that are no- and low-calorie has increased every year of the initiative, driving a 22% decrease in the average calories per 8 oz serving—from 46.5 in 2014 to 36.1 in 2024. While the growth of water accounts for most of this decline, big shifts toward no- and low-calorie beverages within most other LRB categories also contributed. In particular, the shares of energy drinks, sports drinks, and RTD coffees that are no- and low-calorie have grown exponentially since 2014.

A shift from full-calorie CSDs to no-calorie CSDs has also played a role in calorie reductions since 2018. Prior to 2018, volumes of no-calorie CSDs were declining rapidly, driving up the share of CSDs that were full calorie. In 2018, that trend reversed and sales trends for no-calorie CSDs have outperformed those of full-calorie CSDs ever since. No-calorie CSDs now represent their largest proportion of CSD volumes since before the start of the BCI. This shift corresponded with an acceleration in calorie reductions from CSDs and overall. In recent years, the accelerated shift toward no- and low-calorie options among CSDs and other LRB categories has helped to speed up reductions in calories per person even as the rate of water’s growth has slowed.

RTD Coffee Calories per 8-Ounce Serving (Left) & Share of RTD Coffee Volumes that are No- & Low-Calorie (Right)



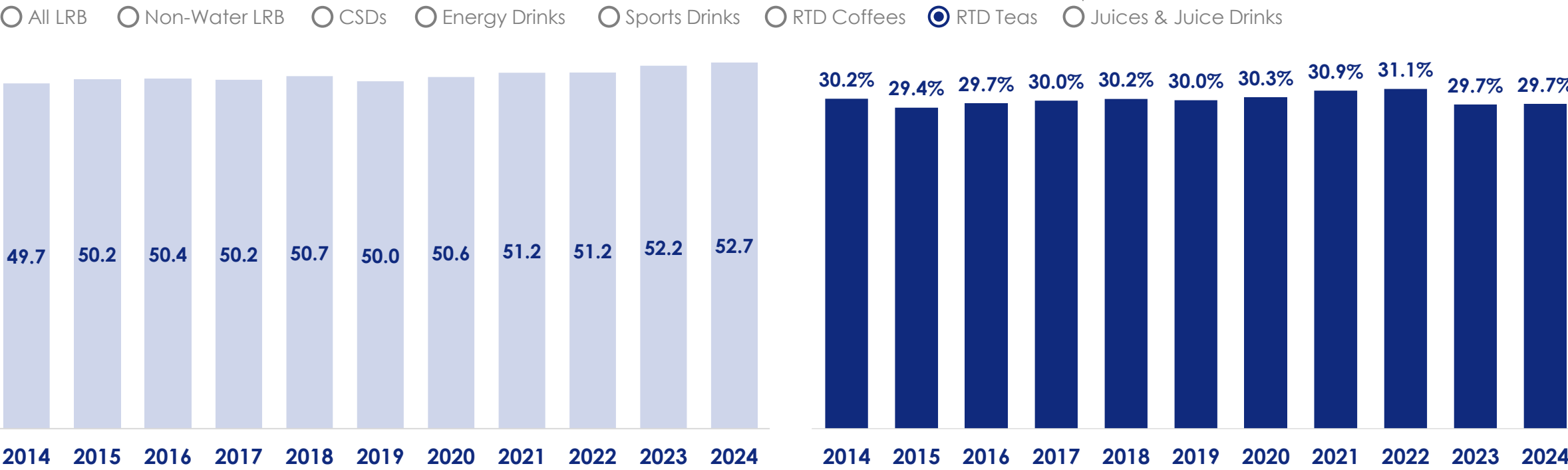
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RTD Tea Calories per 8-Ounce Serving (Left) & Share of RTD Tea Volumes that are No- & Low-Calorie (Right)



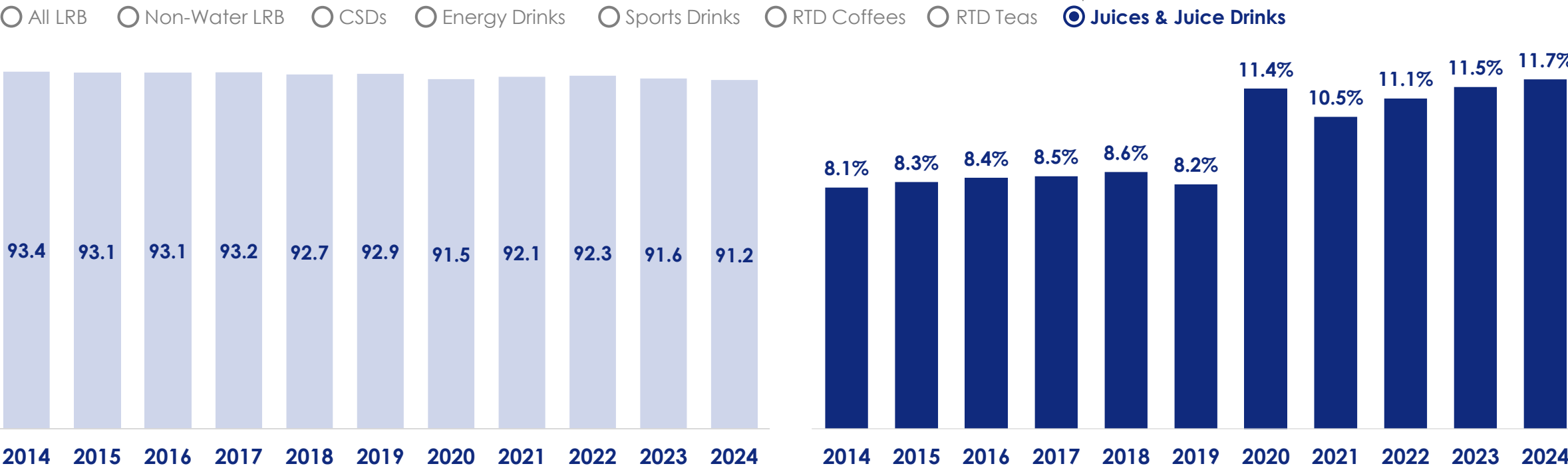
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Juice & Juice Drink Calories per 8-Ounce Serving (Left) & Share of Juice & Juice Drink Volumes that are No- & Low-Calorie (Right)



Calculations Based on Data from U.S. Census Bureau, Nielsen Scantrack, Propriety Company Data, and Beverage Marketing Corporation's DrinkTell Database.

## Key Conclusions

- ▶ In 2024, LRB calories per person fell by 3.1%, bringing the overall reduction since 2014 to 14.2%. This reduction was driven primarily by a consistent, year-long shift in consumption toward no- and low-calorie beverage options.
- ▶ Calories per 8-ounce serving decreased by 22% from 2014 to 2024, driven by the growth of water and other no- and low-calorie beverages relative to full- and mid-calorie beverages.
- ▶ Per person sales volumes of water grew by 44.4% from 2014 to 2024. Other no- and low-calorie beverages grew by 8.1%, while full- and mid-calorie beverages decreased by 14.2%.
- ▶ Water and other no- and low-calorie beverages grew from 51.6% of LRB sales volumes in 2014 to 62.4% in 2024. No-calorie beverages alone grew from 49.5% to 60.1% of LRB sales volumes.
- ▶ Over the same period, water alone—including unsweetened sparkling waters—grew from representing 35.9% of LRB sales volumes to 47.0%. In contrast the share of beverages that are full- or mid-calorie fell from 48.4% to 37.6%.
- ▶ Per person LRB sales volume grew by 10.3% from 2014 to 2024, which shows per person calorie reductions resulted not from not from people consuming fewer beverages, but from them changing the mix of beverages consumed to include more no- and low-calorie options.
- ▶ LRB calories per person will need to come down an additional 5.8 percentage point reduction in calories to meet the 20% reduction goal.

## 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 2024 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](http://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 to corroborate findings and fill gaps; and (3) identifying the underlying drivers of changes in calories per person.

Consistent with previous reports, the primary data source used to develop the national calorie estimates is 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. A third dataset, 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 total LRB volumes. The Scantrack dataset is also used to measure container size changes and flavor-level sales because it is the only dataset with detailed stock keeping unit ("SKU") level product information. Finally, the BCI companies themselves provide some volume and calorie information for their own brands.

The use of multiple data sources helps to ensure that conclusions reflect changes that are broadly observed and not just reflective of a single data source. Additionally, each data source has one or more limitations in terms of coverage and granularity, but their combined use can help increase accuracy and completeness. In this verification approach, the comprehensive but less granular DrinkTell dataset is combined with the less comprehensive but more granular flavor-level volumes and calorie information from Scantrack and the BCI Company data. The combination of these datasets allows the allocation of complete brand-level volumes to the flavor level, resulting in a more precise estimation of calories per person.

This report on 2024 progress shows per person calorie estimates for 2024, the ninth year of BCI implementation at the national level. It also features revised estimates for 2014 through 2023 and the 2025 goal. Updates to these estimates were due to revisions in the underlying brand-level sales volume estimates in DrinkTell and Scantrack as well as updates to national population estimates which incorporate the more accurate data available from the 2020 decennial census.

The full methodology can be found at [www.ameribev.org/education-resources/policies-research/bci](http://www.ameribev.org/education-resources/policies-research/bci).



Appendix C: Data Tables

| Average Calories Per Person Per Day (Average Per Capita Daily Calories) <sup>1</sup> |       |       |       |       |       |       |       |       |       |       |       |                  |                  |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------------|------------------|
| Category   | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2014-2024 Change | 2023-2024 Change |
| Total  |       |       |       |       |       |       |       |       |       |       |       |                  |                  |
| CSD  | 125.5 | 124.0 | 123.0 | 121.2 | 119.2 | 116.4 | 109.9 | 113.4 | 112.9 | 109.5 | 107.7 | -17.8            | -1.8             |
| Juice  | 42.6  | 41.7  | 41.3  | 39.6  | 38.0  | 37.3  | 35.5  | 35.5  | 34.5  | 32.0  | 29.7  | -12.9            | -2.3             |
| RTD Tea  | 10.8  | 11.3  | 11.6  | 11.6  | 11.6  | 11.2  | 10.9  | 11.6  | 11.3  | 11.1  | 10.9  | 0.1              | -0.2             |
| RTD Coffee   | 2.1   | 2.4   | 2.7   | 3.0   | 3.1   | 3.3   | 3.5   | 4.0   | 4.0   | 3.8   | 3.7   | 1.6              | -0.1             |
| Energy   | 6.2   | 6.7   | 7.0   | 7.1   | 7.3   | 6.8   | 6.8   | 7.5   | 7.7   | 7.9   | 7.2   | 1.0              | -0.6             |
| Value Added Water  | 0.9   | 0.9   | 0.9   | 0.9   | 0.9   | 0.8   | 0.8   | 0.8   | 0.9   | 0.7   | 0.7   | -0.2             | 0.0              |
| Sports Drinks  | 9.5   | 10.0  | 10.3  | 10.1  | 10.1  | 9.4   | 9.2   | 9.6   | 10.3  | 9.8   | 9.5   | 0.0              | -0.3             |
| Water  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0              | 0.0              |
| Total  | 197.5 | 196.9 | 196.7 | 193.4 | 190.2 | 185.2 | 176.6 | 182.4 | 181.6 | 174.8 | 169.4 | -28.1            | -5.4             |
| Full-Calorie (More than 67 Calories per 8 oz.)                                       |       |       |       |       |       |       |       |       |       |       |       |                  |                  |
| CSD  | 125.0 | 123.6 | 122.6 | 120.8 | 118.9 | 116.1 | 109.7 | 113.2 | 112.7 | 109.3 | 107.5 | -17.5            | -1.8             |
| Juice  | 37.6  | 36.5  | 36.4  | 34.9  | 33.5  | 32.9  | 31.4  | 31.7  | 30.9  | 28.6  | 26.5  | -11.0            | -2.1             |
| RTD Tea  | 6.7   | 7.2   | 7.5   | 7.6   | 7.7   | 7.5   | 7.5   | 8.3   | 8.2   | 8.3   | 8.3   | 1.6              | 0.0              |
| RTD Coffee   | 2.1   | 2.4   | 2.6   | 2.9   | 3.1   | 3.2   | 3.4   | 3.9   | 3.8   | 3.6   | 3.5   | 1.4              | -0.1             |
| Energy   | 6.0   | 6.5   | 6.8   | 6.9   | 7.1   | 6.6   | 6.6   | 7.3   | 7.4   | 7.5   | 6.8   | 0.8              | -0.7             |
| Value Added Water  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0              | 0.0              |
| Sports Drinks  | 0.0   | 0.0   | 0.1   | 0.2   | 0.3   | 0.0   | 0.0   | 0.4   | 0.4   | 0.5   | 0.6   | 0.6              | 0.1              |
| Water  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0              | 0.0              |
| Subtotal   | 177.4 | 176.3 | 176.0 | 173.4 | 170.6 | 166.3 | 158.6 | 164.7 | 163.4 | 157.8 | 153.3 | -24.1            | -4.5             |
| 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   | 0.0   | 0.0   | 0.0              | 0.0              |
| Juice  | 4.1   | 4.3   | 4.1   | 3.8   | 3.7   | 3.6   | 2.9   | 2.7   | 2.6   | 2.4   | 2.3   | -1.8             | -0.1             |
| RTD Tea  | 3.7   | 3.7   | 3.6   | 3.6   | 3.5   | 3.3   | 3.1   | 2.9   | 2.8   | 2.6   | 2.5   | -1.3             | -0.2             |
| RTD Coffee   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.0              | 0.0              |
| Energy   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.0   | 0.1   | 0.1   | 0.0   | -0.1             | 0.0              |
| Value Added Water  | 0.3   | 0.3   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | -0.1             | 0.0              |
| Sports Drinks  | 9.2   | 9.7   | 10.0  | 9.7   | 9.5   | 9.2   | 8.9   | 8.9   | 9.6   | 8.9   | 8.6   | -0.6             | -0.4             |
| Water  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0              | 0.0              |
| Subtotal   | 17.5  | 18.0  | 18.0  | 17.4  | 17.0  | 16.4  | 15.2  | 14.9  | 15.3  | 14.2  | 13.6  | -3.9             | -0.7             |
| Low-Calorie (5-40 Calories per 8 oz.)  |       |       |       |       |       |       |       |       |       |       |       |                  |                  |
| CSD  | 0.3   | 0.2   | 0.2   | 0.2   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.0   | -0.2             | 0.0              |
| Juice  | 0.9   | 0.9   | 0.9   | 0.8   | 0.8   | 0.8   | 1.2   | 1.1   | 1.1   | 1.0   | 0.9   | 0.0              | -0.1             |
| RTD Tea  | 0.3   | 0.4   | 0.4   | 0.4   | 0.4   | 0.3   | 0.3   | 0.3   | 0.3   | 0.2   | 0.2   | -0.2             | 0.0              |
| RTD Coffee   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1              | 0.0              |
| Energy   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.1   | 0.2   | 0.3   | 0.3   | 0.2              | 0.0              |
| Value Added Water  | 0.6   | 0.6   | 0.6   | 0.6   | 0.6   | 0.6   | 0.5   | 0.6   | 0.7   | 0.5   | 0.5   | -0.1             | 0.0              |
| Sports Drinks  | 0.3   | 0.3   | 0.3   | 0.2   | 0.3   | 0.2   | 0.2   | 0.3   | 0.3   | 0.3   | 0.2   | 0.0              | -0.1             |
| Water  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0              | 0.0              |
| Subtotal   | 2.4   | 2.4   | 2.4   | 2.4   | 2.4   | 2.2   | 2.5   | 2.6   | 2.7   | 2.4   | 2.3   | -0.2             | -0.2             |
| No-Calorie (Less than 5 calories per 8 oz.)  |       |       |       |       |       |       |       |       |       |       |       |                  |                  |
| CSD  | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.1   | -0.1             | 0.0              |
| Juice  | 0.0   | 0.0   | 0.0   | 0.0   | 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   | 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   | 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   | 0.1   | 0.1   | 0.1   | 0.1              | 0.0              |
| Value Added Water  | 0.0   | 0.0   | 0.0   | 0.0   | 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   | 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   | 0.0   | 0.0   | 0.0              | 0.0              |
| Subtotal   | 0.2   | 0.2   | 0.3   | 0.3   | 0.2   | 0.3   | 0.3   | 0.3   | 0.3   | 0.3   | 0.3   | 0.0              | 0.0              |
| By Nielsen-Measured Channels and Non-Nielsen Channels                                |       |       |       |       |       |       |       |       |       |       |       |                  |                  |
| Nielsen <sup>2</sup>   | 132.5 | 130.7 | 128.9 | 124.7 | 122.1 | 119.1 | 124.3 | 123.7 | 119.5 | 113.3 | 109.7 | -22.8            | -3.6             |
| Non-Nielsen <sup>3</sup>   | 65.0  | 66.2  | 67.9  | 68.8  | 68.1  | 66.1  | 52.2  | 58.7  | 62.2  | 61.5  | 59.7  | -5.3             | -1.8             |

<sup>1</sup> Data from DrinkTel and Census Bureau    <sup>2</sup> Data from Nielsen Scantrack and Census Bureau    <sup>3</sup> Represents the difference between DrinkTel and Nielsen Scantrack    Note: All averages are weighted by volume.

Appendix C: Data Tables

| Daily Volume Per Person, Ounces Per Person Per Day <sup>1</sup> |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
|---|------|------|------|------|------|------|------|------|------|------|------|------------------|------------------|
| Category  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2014-2024 Change | 2023-2024 Change |
| Total   |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 13.8 | 13.4 | 13.1 | 12.9 | 12.7 | 12.5 | 11.9 | 12.3 | 12.4 | 12.0 | 11.9 | -1.8             | -0.1             |
| Juice   | 3.6  | 3.6  | 3.6  | 3.4  | 3.3  | 3.2  | 3.1  | 3.1  | 3.0  | 2.8  | 2.6  | -1.0             | -0.2             |
| RTD Tea   | 1.7  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.7  | 1.8  | 1.8  | 1.7  | 1.7  | -0.1             | 0.0              |
| RTD Coffee  | 0.1  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.3  | 0.3  | 0.3  | 0.3  | 0.1              | 0.0              |
| Energy  | 0.6  | 0.7  | 0.7  | 0.7  | 0.8  | 0.9  | 0.9  | 1.0  | 1.1  | 1.2  | 1.2  | 0.5              | 0.0              |
| Value Added Water   | 0.3  | 0.3  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.5  | 0.5  | 0.4  | 0.1              | 0.0              |
| Sports Drinks   | 1.6  | 1.6  | 1.7  | 1.6  | 1.7  | 1.7  | 1.8  | 1.9  | 1.9  | 1.8  | 1.8  | 0.2              | -0.1             |
| Water   | 12.2 | 13.1 | 14.0 | 14.8 | 15.5 | 16.0 | 16.6 | 17.4 | 17.5 | 17.4 | 17.6 | 5.4              | 0.3              |
| Total   | 34.0 | 34.6 | 35.4 | 35.9 | 36.4 | 36.7 | 36.6 | 38.2 | 38.4 | 37.6 | 37.5 | 3.5              | -0.1             |
| Full-Calorie (More than 67 Calories per 8 oz.)                  |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 9.9  | 9.8  | 9.7  | 9.6  | 9.4  | 9.2  | 8.7  | 9.0  | 9.0  | 8.7  | 8.6  | -1.3             | -0.1             |
| Juice   | 2.7  | 2.7  | 2.7  | 2.6  | 2.5  | 2.4  | 2.3  | 2.4  | 2.3  | 2.1  | 2.0  | -0.8             | -0.2             |
| RTD Tea   | 0.6  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.8  | 0.8  | 0.8  | 0.8  | 0.1              | 0.0              |
| RTD Coffee  | 0.1  | 0.1  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.1              | 0.0              |
| Energy  | 0.4  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.1              | 0.0              |
| Value Added Water   | 0.0  | 0.0  | 0.0  | 0.0  | 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  | 0.1  | 0.1  | 0.1  | 0.1              | 0.0              |
| Water   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0              | 0.0              |
| Subtotal  | 13.8 | 13.8 | 13.7 | 13.5 | 13.4 | 13.0 | 12.4 | 12.9 | 12.8 | 12.4 | 12.1 | -1.8             | -0.3             |
| 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  | 0.0  | 0.0  | 0.0              | 0.0              |
| Juice   | 0.6  | 0.6  | 0.6  | 0.6  | 0.5  | 0.5  | 0.4  | 0.4  | 0.4  | 0.4  | 0.3  | -0.3             | 0.0              |
| RTD Tea   | 0.6  | 0.6  | 0.6  | 0.6  | 0.5  | 0.5  | 0.5  | 0.5  | 0.4  | 0.4  | 0.4  | -0.2             | 0.0              |
| RTD Coffee  | 0.0  | 0.0  | 0.0  | 0.0  | 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  | 0.0  | 0.0  | 0.0              | 0.0              |
| Value Added Water   | 0.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0              | 0.0              |
| Sports Drinks   | 1.4  | 1.4  | 1.5  | 1.4  | 1.4  | 1.4  | 1.3  | 1.3  | 1.4  | 1.3  | 1.3  | -0.1             | -0.1             |
| Water   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0              | 0.0              |
| Subtotal  | 2.6  | 2.7  | 2.7  | 2.6  | 2.6  | 2.5  | 2.3  | 2.2  | 2.3  | 2.1  | 2.0  | -0.6             | -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  | 0.0  | 0.0  | 0.0  | 0.0  | -0.1             | 0.0              |
| Juice   | 0.3  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.3  | 0.3  | 0.3  | 0.2  | 0.2  | 0.0              | 0.0              |
| RTD Tea   | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 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  | 0.1  | 0.1  | 0.1              | 0.0              |
| Energy  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.2  | 0.3  | 0.3  | 0.3              | 0.0              |
| Value Added Water   | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.0              | 0.0              |
| Sports Drinks   | 0.1  | 0.1  | 0.1  | 0.1  | 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  | 0.0  | 0.0  | 0.0              | 0.0              |
| Subtotal  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.6  | 0.7  | 0.7  | 0.8  | 0.9  | 0.8  | 0.1              | 0.0              |
| No-Calorie (Less than 5 calories per 8 oz.)                     |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 3.8  | 3.5  | 3.4  | 3.3  | 3.3  | 3.3  | 3.2  | 3.3  | 3.4  | 3.3  | 3.4  | -0.4             | 0.1              |
| Juice   | 0.0  | 0.0  | 0.1  | 0.0  | 0.0  | 0.0  | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.0              | 0.0              |
| RTD Tea   | 0.4  | 0.4  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 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  | 0.0  | 0.0  | 0.0              | 0.0              |
| Energy  | 0.1  | 0.1  | 0.1  | 0.2  | 0.2  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.2              | 0.0              |
| Value Added Water   | 0.1  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.3  | 0.3  | 0.3  | 0.3  | 0.2              | 0.0              |
| Sports Drinks   | 0.1  | 0.1  | 0.1  | 0.1  | 0.1  | 0.2  | 0.4  | 0.4  | 0.4  | 0.3  | 0.3  | 0.3              | 0.0              |
| Water   | 12.2 | 13.1 | 14.0 | 14.8 | 15.5 | 16.0 | 16.6 | 17.4 | 17.5 | 17.4 | 17.6 | 5.4              | 0.3              |
| Subtotal  | 16.8 | 17.5 | 18.3 | 19.0 | 19.8 | 20.6 | 21.2 | 22.3 | 22.4 | 22.2 | 22.6 | 5.7              | 0.3              |
| By Nielsen-Measured Channels and Non-Nielsen Channels           |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| Nielsen <sup>2</sup>  | 21.7 | 22.0 | 22.4 | 22.5 | 22.7 | 22.9 | 24.2 | 24.8 | 24.5 | 23.9 | 23.8 | 2.0              | -0.1             |
| Non-Nielsen <sup>3</sup>  | 12.3 | 12.6 | 13.0 | 13.4 | 13.8 | 13.9 | 12.4 | 13.4 | 13.8 | 13.7 | 13.8 | 1.5              | 0.0              |

<sup>1</sup> Data from DrinkTell and Census Bureau    <sup>2</sup> Data from Nielsen Scantrack and Census Bureau    <sup>3</sup> 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 <sup>1</sup> |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|------------------|------------------|
| Category   | 2014    | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    | 2014-2024 Change | 2023-2024 Change |
| Total  |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
| CSD  | 200,017 | 196,472 | 194,440 | 191,676 | 190,565 | 188,350 | 180,928 | 186,933 | 188,283 | 184,755 | 185,335 | (14,682)         | 580              |
| Juice  | 53,049  | 52,545  | 52,650  | 50,624  | 49,156  | 48,323  | 47,084  | 46,676  | 45,587  | 42,971  | 40,478  | (12,571)         | (2,493)          |
| RTD Tea  | 25,350  | 26,343  | 27,234  | 27,533  | 27,459  | 26,953  | 26,059  | 27,390  | 26,916  | 26,105  | 25,767  | 417              | (338)            |
| RTD Coffee   | 1,924   | 2,230   | 2,515   | 2,836   | 3,086   | 3,290   | 3,717   | 4,491   | 4,595   | 4,470   | 4,366   | 2,442            | (104)            |
| Energy   | 9,249   | 10,068  | 10,553  | 10,942  | 11,881  | 12,909  | 13,234  | 14,857  | 16,370  | 17,805  | 18,093  | 8,844            | 288              |
| Value Added Water  | 4,668   | 4,895   | 5,213   | 5,532   | 6,020   | 6,003   | 5,904   | 6,630   | 7,203   | 7,087   | 6,920   | 2,251            | (167)            |
| Sports Drinks  | 22,652  | 23,902  | 24,825  | 24,308  | 24,989  | 25,476  | 26,882  | 28,279  | 29,504  | 28,339  | 27,562  | 4,910            | (777)            |
| Water  | 177,517 | 191,580 | 207,284 | 220,446 | 232,256 | 241,544 | 251,561 | 263,916 | 266,488 | 266,626 | 273,581 | 96,064           | 6,955            |
| Total  | 494,426 | 508,035 | 524,716 | 533,898 | 545,412 | 552,848 | 555,370 | 579,171 | 584,945 | 578,157 | 582,102 | 87,676           | 3,945            |
| Full-Calorie (More than 67 Calories per 8 oz.)                             |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
| CSD  | 143,569 | 143,526 | 143,592 | 142,602 | 141,379 | 139,026 | 132,337 | 136,340 | 136,467 | 133,670 | 132,795 | (10,774)         | (875)            |
| Juice  | 39,955  | 39,089  | 39,386  | 37,970  | 36,801  | 36,475  | 35,191  | 35,639  | 34,645  | 32,466  | 30,379  | (9,576)          | (2,087)          |
| RTD Tea  | 9,227   | 10,108  | 10,700  | 10,852  | 11,006  | 10,976  | 10,727  | 11,911  | 11,840  | 12,033  | 12,109  | 2,882            | 76               |
| RTD Coffee   | 1,882   | 2,136   | 2,364   | 2,576   | 2,707   | 2,833   | 3,059   | 3,492   | 3,471   | 3,325   | 3,162   | 1,280            | (163)            |
| Energy   | 6,328   | 6,871   | 7,263   | 7,360   | 7,562   | 7,176   | 7,255   | 8,027   | 8,177   | 8,305   | 7,650   | 1,322            | (655)            |
| Value Added Water  | 0       | 0       | 0       | 0       | -       | -       | -       | -       | -       | -       | -       | (0)              | -                |
| Sports Drinks  | 23      | 68      | 180     | 300     | 591     | 1       | 1       | 626     | 764     | 934     | 1,152   | 1,128            | 217              |
| Water  | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -                | -                |
| Subtotal   | 200,985 | 201,798 | 203,484 | 201,659 | 200,045 | 196,486 | 188,570 | 196,035 | 195,363 | 190,734 | 187,247 | (13,737)         | (3,486)          |
| Mid-Calorie (41-66 Calories per 8 oz.)                                     |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
| CSD  | 8       | 7       | 7       | 7       | 7       | 2       | 1       | 0       | -       | -       | -       | (8)              | -                |
| Juice  | 8,797   | 9,103   | 8,834   | 8,364   | 8,120   | 7,883   | 6,517   | 6,151   | 5,888   | 5,576   | 5,352   | (3,445)          | (224)            |
| RTD Tea  | 8,471   | 8,499   | 8,433   | 8,420   | 8,170   | 7,880   | 7,435   | 7,012   | 6,713   | 6,330   | 6,001   | (2,469)          | (329)            |
| RTD Coffee   | 16      | 23      | 59      | 87      | 96      | 110     | 130     | 161     | 210     | 141     | 116     | 100              | (26)             |
| Energy   | 183     | 146     | 116     | 131     | 183     | 188     | 142     | 104     | 145     | 119     | 70      | (113)            | (48)             |
| Value Added Water  | 747     | 664     | 583     | 562     | 539     | 457     | 434     | 445     | 463     | 446     | 438     | (309)            | (8)              |
| Sports Drinks  | 20,002  | 21,252  | 22,069  | 21,489  | 21,242  | 20,519  | 20,111  | 20,032  | 21,623  | 20,261  | 19,674  | (327)            | (587)            |
| Water  | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -                | -                |
| Subtotal   | 38,224  | 39,694  | 40,103  | 39,060  | 38,357  | 37,039  | 34,771  | 33,905  | 35,041  | 32,874  | 31,652  | (6,572)          | (1,223)          |
| Low-Calorie (5-40 Calories per 8 oz.)                                      |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
| CSD  | 1,206   | 985     | 823     | 585     | 490     | 373     | 297     | 262     | 172     | 162     | 143     | (1,063)          | (19)             |
| Juice  | 3,647   | 3,622   | 3,657   | 3,608   | 3,598   | 3,299   | 4,470   | 3,886   | 3,985   | 3,580   | 3,284   | (363)            | (296)            |
| RTD Tea  | 1,290   | 1,364   | 1,409   | 1,352   | 1,375   | 1,069   | 1,071   | 1,202   | 1,183   | 819     | 776     | (514)            | (43)             |
| RTD Coffee   | 25      | 49      | 67      | 123     | 207     | 257     | 418     | 668     | 757     | 816     | 918     | 892              | 101              |
| Energy   | 964     | 1,000   | 1,041   | 1,100   | 1,191   | 1,203   | 1,125   | 1,597   | 2,853   | 4,379   | 5,072   | 4,108            | 693              |
| Value Added Water  | 1,809   | 1,778   | 1,841   | 1,906   | 1,960   | 1,934   | 1,703   | 1,918   | 2,135   | 1,568   | 1,558   | (251)            | (10)             |
| Sports Drinks  | 1,616   | 1,529   | 1,495   | 1,390   | 1,550   | 1,428   | 1,387   | 1,727   | 1,569   | 1,881   | 1,414   | (202)            | (467)            |
| Water  | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -                | -                |
| Subtotal   | 10,556  | 10,326  | 10,333  | 10,064  | 10,371  | 9,563   | 10,470  | 11,261  | 12,655  | 13,205  | 13,164  | 2,608            | (40)             |
| No-Calorie (Less than 5 calories per 8 oz.)                                |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
| CSD  | 55,234  | 51,954  | 50,018  | 48,482  | 48,689  | 48,950  | 48,293  | 50,330  | 51,644  | 50,923  | 52,397  | (2,837)          | 1,474            |
| Juice  | 650     | 731     | 772     | 682     | 638     | 666     | 907     | 1,000   | 1,069   | 1,349   | 1,463   | 813              | 114              |
| RTD Tea  | 6,362   | 6,373   | 6,692   | 6,909   | 6,908   | 7,028   | 6,826   | 7,265   | 7,180   | 6,923   | 6,881   | 518              | (42)             |
| RTD Coffee   | 1       | 21      | 26      | 50      | 77      | 89      | 110     | 169     | 157     | 187     | 170     | 169              | (17)             |
| Energy   | 1,774   | 2,052   | 2,133   | 2,351   | 2,945   | 4,342   | 4,712   | 5,128   | 5,196   | 5,002   | 5,301   | 3,527            | 299              |
| Value Added Water  | 2,112   | 2,454   | 2,790   | 3,065   | 3,521   | 3,612   | 3,767   | 4,267   | 4,605   | 5,073   | 4,924   | 2,812            | (149)            |
| Sports Drinks  | 1,011   | 1,052   | 1,081   | 1,129   | 1,606   | 3,529   | 5,383   | 5,894   | 5,548   | 5,262   | 5,323   | 4,311            | 61               |
| Water  | 177,517 | 191,580 | 207,284 | 220,446 | 232,256 | 241,544 | 251,561 | 263,916 | 266,488 | 266,626 | 273,581 | 96,064           | 6,955            |
| Subtotal   | 244,661 | 256,217 | 270,796 | 283,115 | 296,638 | 309,760 | 321,559 | 337,970 | 341,887 | 341,344 | 350,039 | 105,377          | 8,695            |
| By Nielsen-Measured Channels and Non-Nielsen Channels                      |         |         |         |         |         |         |         |         |         |         |         |                  |                  |
| Nielsen <sup>2</sup>   | 315,045 | 322,180 | 330,556 | 333,510 | 338,466 | 343,362 | 364,997 | 375,326 | 372,866 | 365,931 | 367,725 | 52,680           | 1,794            |
| Non-Nielsen <sup>3</sup>   | 179,381 | 185,855 | 194,160 | 200,388 | 206,946 | 209,485 | 190,373 | 203,845 | 212,079 | 212,226 | 214,377 | 34,996           | 2,151            |

<sup>1</sup> Data from DrinkTell    <sup>2</sup> Data from Nielsen Scantrack    <sup>3</sup> Represents the difference between Drinktell and Nielsen Scantrack

Appendix C: Data Tables

| Share of LRB Volume by Beverage Category <sup>1</sup> |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
|---|------|------|------|------|------|------|------|------|------|------|------|------------------|------------------|
| Category  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2014-2024 Change | 2023-2024 Change |
| Total   |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 40%  | 39%  | 37%  | 36%  | 35%  | 34%  | 33%  | 32%  | 32%  | 32%  | 32%  | -9%              | 0%               |
| Juice   | 11%  | 10%  | 10%  | 9%   | 9%   | 9%   | 8%   | 8%   | 8%   | 7%   | 7%   | -4%              | 0%               |
| RTD Tea   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 4%   | -1%              | 0%               |
| RTD Coffee  | 0%   | 0%   | 0%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| Energy  | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 3%   | 3%   | 3%   | 3%   | 1%               | 0%               |
| Value Added Water                                     | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| Sports Drinks   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 5%   | 0%               | 0%               |
| Water   | 36%  | 38%  | 40%  | 41%  | 43%  | 44%  | 45%  | 46%  | 46%  | 46%  | 47%  | 11%              | 1%               |
| Total   | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | -                | -                |
| Full-Calorie (More than 67 Calories per 8 oz.)        |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 29%  | 28%  | 27%  | 27%  | 26%  | 25%  | 24%  | 24%  | 23%  | 23%  | 23%  | -6%              | 0%               |
| Juice   | 8%   | 8%   | 8%   | 7%   | 7%   | 7%   | 6%   | 6%   | 6%   | 6%   | 5%   | -2%              | 0%               |
| RTD Tea   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 0%               | 0%               |
| RTD Coffee  | 0%   | 0%   | 0%   | 0%   | 0%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| Energy  | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| Value Added Water                                     | 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%               |
| Water   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Subtotal  | 41%  | 40%  | 39%  | 38%  | 37%  | 36%  | 34%  | 34%  | 33%  | 33%  | 32%  | -8%              | 0%               |
| Mid-Calorie (41-66 Calories per 8 oz.)                |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Juice   | 2%   | 2%   | 2%   | 2%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | -1%              | 0%               |
| RTD Tea   | 2%   | 2%   | 2%   | 2%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | -1%              | 0%               |
| RTD Coffee  | 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%               |
| Value Added Water                                     | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Sports Drinks   | 4%   | 4%   | 4%   | 4%   | 4%   | 4%   | 4%   | 3%   | 4%   | 4%   | 3%   | -1%              | 0%               |
| Water   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Subtotal  | 8%   | 8%   | 8%   | 7%   | 7%   | 7%   | 6%   | 6%   | 6%   | 6%   | 5%   | -2%              | 0%               |
| Low-Calorie (5-40 Calories per 8 oz.)                 |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Juice   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| RTD Tea   | 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%               |
| Energy  | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 1%   | 1%   | 1%               | 0%               |
| Value Added Water                                     | 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%               |
| Water   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Subtotal  | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 2%   | 0%               | 0%               |
| No-Calorie (Less than 5 calories per 8 oz.)           |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| CSD   | 11%  | 10%  | 10%  | 9%   | 9%   | 9%   | 9%   | 9%   | 9%   | 9%   | 9%   | -2%              | 0%               |
| Juice   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| RTD Tea   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| RTD Coffee  | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%   | 0%               | 0%               |
| Energy  | 0%   | 0%   | 0%   | 0%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%               | 0%               |
| Value Added Water                                     | 0%   | 0%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 0%               | 0%               |
| Sports Drinks   | 0%   | 0%   | 0%   | 0%   | 0%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%   | 1%               | 0%               |
| Water   | 36%  | 38%  | 40%  | 41%  | 43%  | 44%  | 45%  | 46%  | 46%  | 46%  | 47%  | 10%              | 1%               |
| Subtotal  | 49%  | 50%  | 52%  | 53%  | 54%  | 56%  | 58%  | 58%  | 58%  | 59%  | 60%  | 10%              | 1%               |
| By Nielsen-Measured Channels and Non-Nielsen Channels |      |      |      |      |      |      |      |      |      |      |      |                  |                  |
| Nielsen <sup>2</sup>                                  | 64%  | 63%  | 63%  | 62%  | 62%  | 62%  | 66%  | 65%  | 64%  | 63%  | 63%  | -1%              | 0%               |
| Non-Nielsen <sup>3</sup>                              | 36%  | 37%  | 37%  | 38%  | 38%  | 38%  | 34%  | 35%  | 36%  | 37%  | 37%  | 1%               | 0%               |

<sup>1</sup> Data from DrinkTel    <sup>2</sup> Data from Nielsen Scantrack    <sup>3</sup> Represents the difference between Drinktell and Nielsen Scantrack

## Appendix C: Data Tables

| Average Calories Per Eight-Ounce Serving <sup>1</sup>        |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------|------------------|
| Category   | 2014         | 2015         | 2016         | 2017         | 2018         | 2019         | 2020         | 2021         | 2022         | 2023         | 2024         | 2014-2024 Change | 2023-2024 Change |
| <b>Total</b>   |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
| CSD  | 73.0         | 74.0         | 75.0         | 75.3         | 74.9         | 74.4         | 73.7         | 73.6         | 73.1         | 72.9         | 72.1         | -0.8             | -0.8             |
| Juice  | 93.4         | 93.1         | 93.1         | 93.2         | 92.7         | 92.9         | 91.5         | 92.1         | 92.3         | 91.6         | 91.2         | -2.2             | -0.4             |
| RTD Tea  | 49.7         | 50.2         | 50.4         | 50.2         | 50.7         | 50.0         | 50.6         | 51.2         | 51.2         | 52.2         | 52.7         | 3.0              | 0.5              |
| RTD Coffee   | 128.1        | 128.9        | 125.4        | 125.4        | 121.4        | 119.2        | 115.2        | 108.8        | 106.2        | 104.5        | 104.9        | -23.2            | 0.4              |
| Energy   | 77.8         | 77.5         | 78.4         | 77.2         | 73.2         | 63.7         | 62.3         | 61.2         | 57.2         | 54.2         | 49.5         | -28.3            | -4.8             |
| Value Added  | 22.0         | 20.8         | 19.5         | 18.8         | 17.5         | 16.8         | 15.5         | 15.2         | 15.3         | 12.0         | 12.1         | -9.9             | 0.2              |
| Sports Drinks  | 48.7         | 49.1         | 49.3         | 49.4         | 48.5         | 44.5         | 41.4         | 41.1         | 42.6         | 42.5         | 42.6         | -6.1             | 0.1              |
| Water  | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -                | 0.0              |
| <b>Total</b>   | <b>46.5</b>  | <b>45.5</b>  | <b>44.5</b>  | <b>43.2</b>  | <b>41.8</b>  | <b>40.3</b>  | <b>38.6</b>  | <b>38.2</b>  | <b>37.9</b>  | <b>37.2</b>  | <b>36.1</b>  | <b>-10.4</b>     | <b>-1.0</b>      |
| <b>Full-Calorie (More than 67 Calories per 8 oz.)</b>        |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
| CSD  | 101.3        | 101.0        | 101.2        | 100.9        | 100.7        | 100.6        | 100.5        | 100.6        | 100.7        | 100.6        | 100.5        | -0.8             | -0.1             |
| Juice  | 109.4        | 109.7        | 109.5        | 109.6        | 109.0        | 108.7        | 108.3        | 107.7        | 108.6        | 108.3        | 108.5        | -1.0             | 0.2              |
| RTD Tea  | 84.7         | 83.3         | 83.3         | 83.5         | 84.2         | 82.8         | 84.5         | 84.7         | 84.6         | 84.5         | 84.9         | 0.2              | 0.4              |
| RTD Coffee   | 130.3        | 133.6        | 131.7        | 135.5        | 135.3        | 134.8        | 135.4        | 134.3        | 133.9        | 134.4        | 138.3        | 8.0              | 3.9              |
| Energy   | 109.9        | 110.4        | 111.1        | 111.9        | 111.7        | 111.1        | 110.4        | 109.9        | 109.8        | 110.3        | 110.0        | 0.0              | -0.4             |
| Value Added  | 97.1         | 98.5         | 97.4         | 96.0         | -            | -            | -            | -            | -            | -            | -            | 0.0              | 0.0              |
| Sports Drinks  | 71.1         | 70.3         | 70.1         | 70.1         | 70.3         | 94.1         | 95.0         | 70.3         | 70.0         | 70.0         | 70.0         | -1.1             | 0.0              |
| Water  | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -                | -                |
| <b>Subtotal</b>  | <b>102.7</b> | <b>102.5</b> | <b>102.6</b> | <b>102.4</b> | <b>102.2</b> | <b>102.0</b> | <b>102.0</b> | <b>101.8</b> | <b>102.0</b> | <b>101.7</b> | <b>101.6</b> | <b>-1.1</b>      | <b>-0.1</b>      |
| <b>Mid-Calorie (41-66 Calories per 8 oz.)</b>                |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
| CSD  | 60.0         | 60.0         | 60.0         | 60.0         | 60.0         | 60.0         | 59.8         | 60.0         | -            | -            | -            | 0.0              | 0.0              |
| Juice  | 54.7         | 54.8         | 54.7         | 54.4         | 54.7         | 54.8         | 53.5         | 53.5         | 53.3         | 53.4         | 53.1         | -1.6             | -0.3             |
| RTD Tea  | 51.4         | 51.4         | 51.2         | 50.9         | 51.1         | 50.9         | 50.5         | 50.4         | 50.4         | 50.6         | 50.7         | -0.6             | 0.2              |
| RTD Coffee   | 53.5         | 53.6         | 52.2         | 54.8         | 53.0         | 53.9         | 55.5         | 57.4         | 56.8         | 55.8         | 55.5         | 2.0              | -0.3             |
| Energy   | 58.5         | 58.7         | 58.4         | 55.2         | 51.5         | 49.7         | 49.6         | 49.6         | 53.6         | 58.1         | 59.7         | 1.2              | 1.6              |
| Value Added  | 48.1         | 48.1         | 48.0         | 47.5         | 47.7         | 47.4         | 47.3         | 47.1         | 46.9         | 47.9         | 48.6         | 0.4              | 0.7              |
| Sports Drinks  | 53.5         | 53.5         | 53.5         | 53.5         | 53.5         | 53.8         | 53.9         | 54.1         | 54.2         | 54.2         | 54.1         | 0.6              | -0.1             |
| Water  | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -                | -                |
| <b>Subtotal</b>  | <b>53.2</b>  | <b>53.3</b>  | <b>53.2</b>  | <b>53.1</b>  | <b>53.2</b>  | <b>53.3</b>  | <b>53.0</b>  | <b>53.2</b>  | <b>53.2</b>  | <b>53.3</b>  | <b>53.2</b>  | <b>0.0</b>       | <b>0.0</b>       |
| <b>Low-Calorie (5-40 Calories per 8 oz.)</b>                 |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
| CSD  | 24.6         | 26.3         | 30.7         | 33.2         | 35.0         | 35.5         | 36.6         | 35.6         | 38.9         | 38.0         | 37.7         | 13.2             | -0.3             |
| Juice  | 28.0         | 28.3         | 28.0         | 28.0         | 27.9         | 27.7         | 32.8         | 33.2         | 33.6         | 34.4         | 33.9         | 5.9              | -0.5             |
| RTD Tea  | 31.3         | 32.4         | 32.7         | 33.1         | 33.2         | 33.1         | 32.4         | 31.9         | 31.4         | 30.4         | 30.0         | -1.3             | -0.4             |
| RTD Coffee   | 11.2         | 12.7         | 14.1         | 14.5         | 14.6         | 15.1         | 15.0         | 14.7         | 14.4         | 14.5         | 14.9         | 3.7              | 0.4              |
| Energy   | 12.0         | 11.6         | 11.2         | 10.9         | 11.1         | 10.8         | 10.8         | 10.0         | 8.6          | 7.9          | 7.7          | -4.2             | -0.2             |
| Value Added  | 36.4         | 38.2         | 38.5         | 38.4         | 38.4         | 38.6         | 38.6         | 38.6         | 38.7         | 37.2         | 37.3         | 1.0              | 0.1              |
| Sports Drinks  | 19.7         | 20.7         | 20.7         | 20.9         | 20.9         | 20.7         | 20.0         | 20.0         | 20.4         | 22.3         | 20.9         | 1.2              | -1.3             |
| Water  | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -            | -                | -                |
| <b>Subtotal</b>  | <b>26.7</b>  | <b>27.5</b>  | <b>27.9</b>  | <b>27.9</b>  | <b>27.7</b>  | <b>27.3</b>  | <b>29.0</b>  | <b>27.6</b>  | <b>25.9</b>  | <b>22.8</b>  | <b>21.3</b>  | <b>-5.4</b>      | <b>-1.5</b>      |
| <b>No-Calorie (Less than 5 calories per 8 oz.)</b>           |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
| CSD  | 0.4          | 0.4          | 0.5          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.3          | -0.1             | 0.0              |
| Juice  | 0.7          | 0.8          | 1.0          | 1.4          | 0.4          | 0.5          | 0.5          | 0.5          | 0.5          | 0.7          | 0.8          | 0.0              | 0.2              |
| RTD Tea  | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | 0.2          | -0.1             | 0.0              |
| RTD Coffee   | 0.8          | 2.6          | 2.5          | 2.6          | 2.8          | 2.8          | 2.8          | 2.5          | 2.5          | 2.4          | 2.4          | 1.6              | -0.1             |
| Energy   | 0.7          | 0.8          | 0.9          | 0.8          | 0.7          | 0.8          | 1.1          | 1.3          | 1.3          | 1.6          | 1.9          | 0.9              | 0                |
| Value Added  | 0.5          | 0.7          | 1.1          | 1.3          | 1.2          | 1.3          | 1.3          | 1.3          | 1.2          | 1.0          | 0.9          | 0.5              | -0.2             |
| Sports Drinks  | 0.0          | 0.0          | 0.0          | 0.0          | 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          | 0.0          | 0.0          | 0.0              | 0.0              |
| <b>Subtotal</b>  | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.1</b>   | <b>0.0</b>       | <b>0.0</b>       |
| <b>By Nielsen-Measured Channels and Non-Nielsen Channels</b> |              |              |              |              |              |              |              |              |              |              |              |                  |                  |
| Nielsen <sup>2</sup>   | 48.8         | 47.5         | 46.0         | 44.4         | 43.1         | 41.7         | 41.1         | 39.8         | 38.9         | 38.0         | 36.9         | -11.9            | -1.0             |
| Non-Nielsen <sup>3</sup>                                     | 42.4         | 42.0         | 41.8         | 41.0         | 39.6         | 38.2         | 33.6         | 35.1         | 35.9         | 35.8         | 34.7         | -7.6             | -1.1             |

<sup>1</sup> Data from DrinkTell   <sup>2</sup> Data from Nielsen Scantrack   <sup>3</sup> Represents the difference between DrinkTell and Nielsen Scantrack

## Appendix C: Data Tables

| Average Oz. Per Container (Containers ≤ 1L Only) by Beverage Category <sup>1</sup> |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------|------------------|
| Category   | 2014        | 2015        | 2016        | 2017        | 2018        | 2019        | 2020        | 2021        | 2022        | 2023        | 2024        | 2014-2024 Change | 2023-2024 Change |
| <b>Total</b>   |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| CSD  | 13.4        | 13.4        | 13.5        | 13.5        | 13.5        | 13.5        | 13.4        | 13.4        | 13.3        | 13.2        | 13.1        | -0.2             | -0.1             |
| Juice  | 9.7         | 9.9         | 10.0        | 10.1        | 10.0        | 10.1        | 10.1        | 9.9         | 10.0        | 10.0        | 10.1        | 0.4              | 0.1              |
| RTD Tea  | 18.2        | 18.2        | 18.1        | 18.2        | 18.1        | 17.9        | 17.7        | 17.6        | 17.4        | 17.5        | 17.5        | -0.7             | 0.1              |
| RTD Coffee   | 14.7        | 14.6        | 14.8        | 14.6        | 14.9        | 15.0        | 14.8        | 14.7        | 14.6        | 14.3        | 14.4        | -0.3             | 0.1              |
| Energy   | 14.1        | 14.3        | 14.4        | 14.4        | 14.5        | 14.5        | 14.3        | 14.1        | 13.9        | 13.7        | 13.6        | -0.5             | -0.1             |
| Value Added  | 17.5        | 17.3        | 17.9        | 18.0        | 18.2        | 18.0        | 17.8        | 17.6        | 17.6        | 17.6        | 17.6        | 0.1              | 0.0              |
| Sports Drinks  | 23.0        | 22.5        | 22.2        | 21.9        | 21.7        | 21.6        | 20.5        | 20.0        | 19.2        | 18.9        | 18.6        | -4.4             | -0.3             |
| Water  | 17.0        | 17.0        | 16.9        | 16.8        | 16.7        | 16.7        | 16.7        | 16.7        | 16.7        | 16.7        | 16.6        | -0.4             | 0.0              |
| <b>Total</b>   | <b>15.0</b> | <b>15.1</b> | <b>15.2</b> | <b>15.2</b> | <b>15.3</b> | <b>15.3</b> | <b>15.2</b> | <b>15.1</b> | <b>15.0</b> | <b>15.0</b> | <b>15.0</b> | <b>0.0</b>       | <b>0.0</b>       |
| <b>Full-Calorie (More than 67 Calories per 8 oz.)</b>                              |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| CSD  | 13.4        | 13.5        | 13.5        | 13.6        | 13.5        | 13.5        | 13.4        | 13.3        | 13.3        | 13.2        | 13.2        | -0.2             | 0.0              |
| Juice  | 10.2        | 10.6        | 10.7        | 11.1        | 11.0        | 11.3        | 11.2        | 10.9        | 10.8        | 10.9        | 10.9        | 0.8              | 0.0              |
| RTD Tea  | 17.6        | 17.4        | 17.3        | 17.1        | 17.1        | 16.8        | 16.7        | 16.6        | 16.5        | 16.7        | 16.9        | -0.7             | 0.2              |
| RTD Coffee   | 14.8        | 14.7        | 14.8        | 14.8        | 15.0        | 15.1        | 14.9        | 14.9        | 14.7        | 14.4        | 14.5        | -0.3             | 0.1              |
| Energy   | 14.0        | 14.3        | 14.3        | 14.4        | 14.3        | 14.1        | 13.9        | 13.6        | 13.5        | 13.4        | 13.4        | -0.6             | 0.0              |
| Value Added  | 19.2        | 19.1        | 17.2        | 17.4        | 18.1        | 18.1        | 18.4        | 18.2        | 17.9        | 18.1        | 18.4        | -0.7             | 0.3              |
| Sports Drinks  | 15.9        | 16.7        | 17.2        | 19.5        | 19.9        | 20.3        | 19.6        | 18.8        | 18.6        | 19.3        | 18.4        | 2.6              | -0.9             |
| Water  | -           | -           | -           | -           | -           | -           | -           | -           | -           | -           | -           | -                | -                |
| <b>Subtotal</b>  | <b>13.1</b> | <b>13.3</b> | <b>13.4</b> | <b>13.5</b> | <b>13.4</b> | <b>13.5</b> | <b>13.3</b> | <b>13.3</b> | <b>13.2</b> | <b>13.2</b> | <b>13.1</b> | <b>0.0</b>       | <b>0.0</b>       |
| <b>Mid-Calorie (41-66 Calories per 8 oz.)</b>                                      |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| CSD  | 0.0         | 0.0         | -           | -           | -           | -           | -           | -           | -           | -           | -           | -                | -                |
| Juice  | 8.3         | 8.7         | 9.0         | 8.4         | 8.2         | 8.2         | 8.2         | 8.1         | 8.3         | 8.4         | 8.4         | 0.1              | 0.1              |
| RTD Tea  | 18.9        | 18.7        | 18.5        | 19.0        | 19.3        | 19.2        | 19.0        | 18.7        | 18.5        | 18.6        | 18.5        | -0.4             | -0.1             |
| RTD Coffee   | 18.8        | 18.0        | 16.6        | 13.3        | 13.2        | 13.9        | 13.2        | 12.3        | 12.5        | 12.9        | 13.5        | -5.3             | 0.6              |
| Energy   | 13.1        | 13.6        | 13.3        | 13.8        | 14.5        | 15.3        | 15.9        | 14.6        | 14.4        | 13.6        | 12.8        | -0.3             | -0.8             |
| Value Added  | 19.0        | 19.0        | 18.7        | 18.6        | 18.6        | 18.5        | 17.4        | 16.6        | 16.3        | 16.4        | 15.9        | -3.0             | -0.5             |
| Sports Drinks  | 23.1        | 22.6        | 22.4        | 22.1        | 21.9        | 21.6        | 20.6        | 20.2        | 19.3        | 18.9        | 18.7        | -4.4             | -0.2             |
| Water  | -           | -           | -           | -           | -           | -           | -           | -           | -           | -           | -           | -                | -                |
| <b>Subtotal</b>  | <b>17.6</b> | <b>17.6</b> | <b>17.7</b> | <b>17.4</b> | <b>17.2</b> | <b>16.8</b> | <b>16.3</b> | <b>15.9</b> | <b>15.7</b> | <b>15.5</b> | <b>15.4</b> | <b>-2.2</b>      | <b>-0.1</b>      |
| <b>Low-Calorie (5-40 Calories per 8 oz.)</b>                                       |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| CSD  | 13.2        | 12.8        | 12.9        | 12.9        | 13.3        | 13.4        | 11.9        | 10.6        | 10.9        | 11.3        | 11.7        | -1.5             | 0.4              |
| Juice  | 9.0         | 8.9         | 8.8         | 8.8         | 9.1         | 8.6         | 8.6         | 8.3         | 8.6         | 8.7         | 8.9         | -0.1             | 0.2              |
| RTD Tea  | 17.9        | 18.2        | 18.9        | 18.6        | 18.1        | 17.9        | 17.8        | 17.8        | 17.7        | 17.8        | 17.9        | 0.0              | 0.1              |
| RTD Coffee   | 10.7        | 11.4        | 11.8        | 10.7        | 12.3        | 12.7        | 10.1        | 11.7        | 12.9        | 11.9        | 11.7        | 1.1              | -0.2             |
| Energy   | 13.4        | 13.6        | 13.4        | 13.4        | 13.4        | 13.3        | 13.2        | 13.1        | 12.7        | 12.3        | 12.2        | -1.2             | -0.2             |
| Value Added  | 9.8         | 10.2        | 12.0        | 13.4        | 13.4        | 13.2        | 13.4        | 12.5        | 12.7        | 13.7        | 14.2        | 4.4              | 0.5              |
| Sports Drinks  | 18.3        | 17.9        | 17.5        | 16.3        | 16.8        | 16.9        | 17.0        | 17.5        | 17.5        | 17.8        | 17.4        | -0.9             | -0.4             |
| Water  | -           | -           | -           | -           | -           | -           | -           | -           | -           | -           | -           | -                | -                |
| <b>Subtotal</b>  | <b>13.4</b> | <b>13.1</b> | <b>13.2</b> | <b>13.0</b> | <b>13.1</b> | <b>12.5</b> | <b>12.4</b> | <b>12.2</b> | <b>12.4</b> | <b>12.5</b> | <b>12.5</b> | <b>-0.9</b>      | <b>0.0</b>       |
| <b>No-Calorie (Less than 5 calories per 8 oz.)</b>                                 |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| CSD  | 13.2        | 13.3        | 13.4        | 13.4        | 13.5        | 13.5        | 13.5        | 13.5        | 13.3        | 13.2        | 13.0        | -0.2             | -0.2             |
| Juice  | 15.8        | 14.5        | 14.2        | 14.3        | 14.7        | 14.9        | 14.7        | 14.6        | 14.8        | 14.5        | 14.5        | -1.4             | 0.0              |
| RTD Tea  | 15.8        | 15.9        | 15.9        | 15.8        | 15.9        | 15.8        | 17.0        | 17.2        | 17.1        | 17.1        | 17.1        | 1.3              | 0.0              |
| RTD Coffee   | 3.9         | 9.9         | 9.8         | 10.5        | 10.0        | 10.0        | 9.9         | 9.9         | 9.5         | 9.2         | 9.8         | 5.9              | 0.6              |
| Energy   | 13.3        | 13.3        | 13.5        | 13.4        | 13.5        | 13.5        | 13.7        | 15.1        | 15.2        | 15.0        | 15.0        | 1.7              | 0.0              |
| Value Added  | 20.6        | 19.5        | 19.8        | 19.6        | 19.8        | 19.7        | 19.5        | 19.1        | 19.3        | 19.0        | 19.1        | -1.4             | 0.1              |
| Sports Drinks  | 26.2        | 25.8        | 25.6        | 25.6        | 25.3        | 22.8        | 20.9        | 20.4        | 19.4        | 18.9        | 18.4        | -7.8             | -0.4             |
| Water  | 17.0        | 17.0        | 16.9        | 16.8        | 16.7        | 16.7        | 16.7        | 16.7        | 16.7        | 16.7        | 16.6        | -0.4             | 0.0              |
| <b>Subtotal</b>  | <b>16.2</b> | <b>16.2</b> | <b>16.3</b> | <b>16.2</b> | <b>16.2</b> | <b>16.3</b> | <b>16.2</b> | <b>16.2</b> | <b>16.2</b> | <b>16.1</b> | <b>16.0</b> | <b>-0.2</b>      | <b>-0.1</b>      |
| <b>By Nielsen-Measured Channels and Non-Nielsen Channels</b>                       |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| Nielsen <sup>2</sup>   |             |             |             |             |             |             |             |             |             |             |             |                  |                  |
| Non-Nielsen <sup>3</sup>   |             |             |             |             |             |             |             |             |             |             |             |                  |                  |

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

<sup>1</sup> Data from DrinkTell    <sup>2</sup> Data from Nielsen Scantrack    <sup>3</sup> Represents the difference between DrinkTell and Nielsen Scantrack