November 9, 2026

Beverage Calories Initiative:

Report on 2025 Progress toward the National Calorie Goal

Prepared by: KEYBRIDGE Public Policy Economics

Prepared for: AMERICAN BEVERAGE

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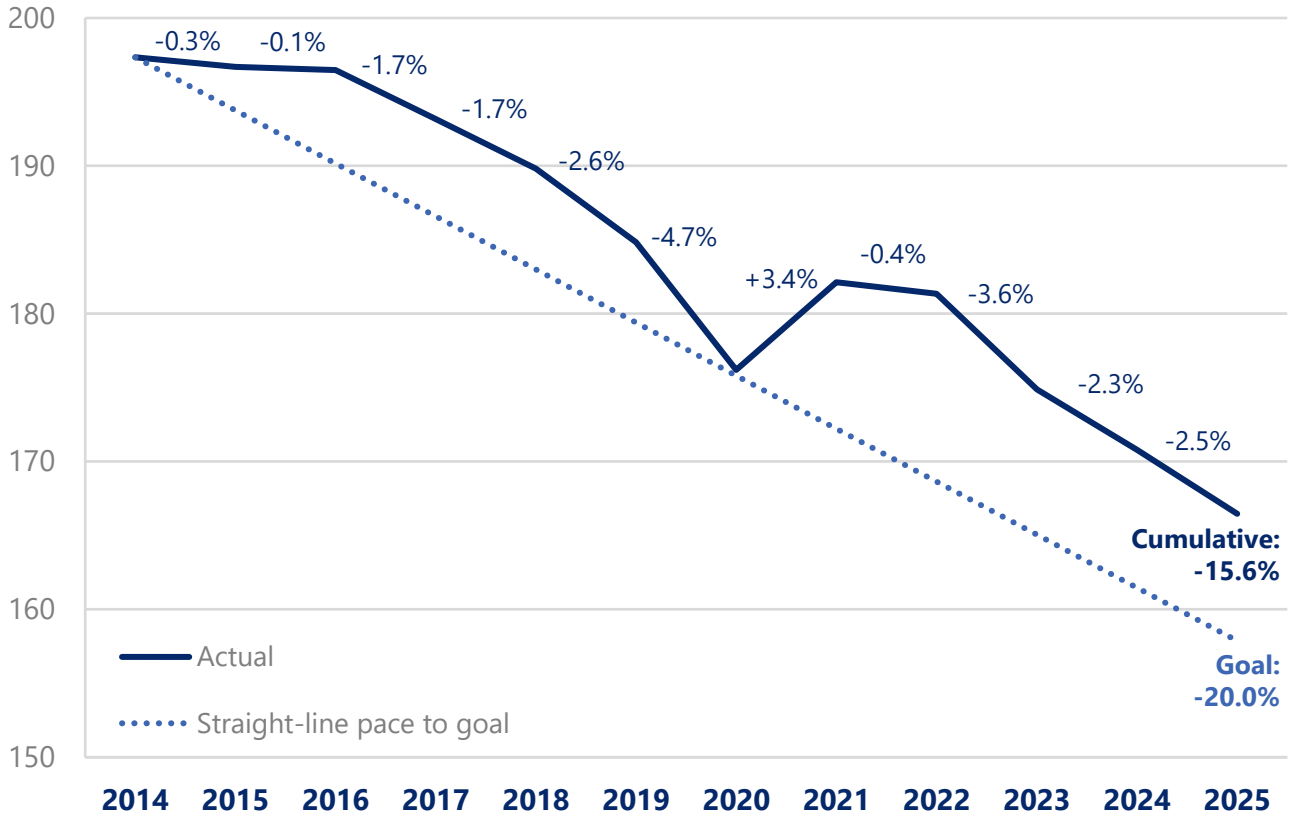
Overall Progress-to-Date

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 reviews the progress achieved toward this goal through 2025.

From 2014 to 2025, LRB calories per person per day declined by 15.6%, including an 8.2% reduction over the last three years (2022-25). This progress occurred alongside a 10.7% increase in LRB consumption per person, demonstrating that calorie reductions did not come at the expense of beverage volume growth. Instead, the decline reflects a shift in the mix of beverages consumed toward water and other no- and low-calorie beverages. Water accounted for all of the growth in LRB consumption: per person consumption rose by 45.5% over the commitment period, driving water's share of total LRB volume from 35.9% to 47.2%. Combined, water and other no- and low-calorie beverages grew from 51.8% to 63.2% of LRB volume, as consumers increasingly chose these options over full- and mid-calorie beverages.

Industry innovation also played an important role in supporting this shift in beverage consumption. Through new product offerings, reformulations, and new container sizes, beverage companies grew their offerings of lower-calorie options. Together, industry innovation and evolving consumer preferences drove a 24% decline in average calories per 8-ounce serving from 2014 to 2025.

Average Beverage Calories per Person per Day



Progress toward the 2025 Goal



Source: Calculations based on data from U.S. Census Bureau, Nielsen Scantrack, proprietary company data, and Beverage Marketing Corporation's DrinkTell database.

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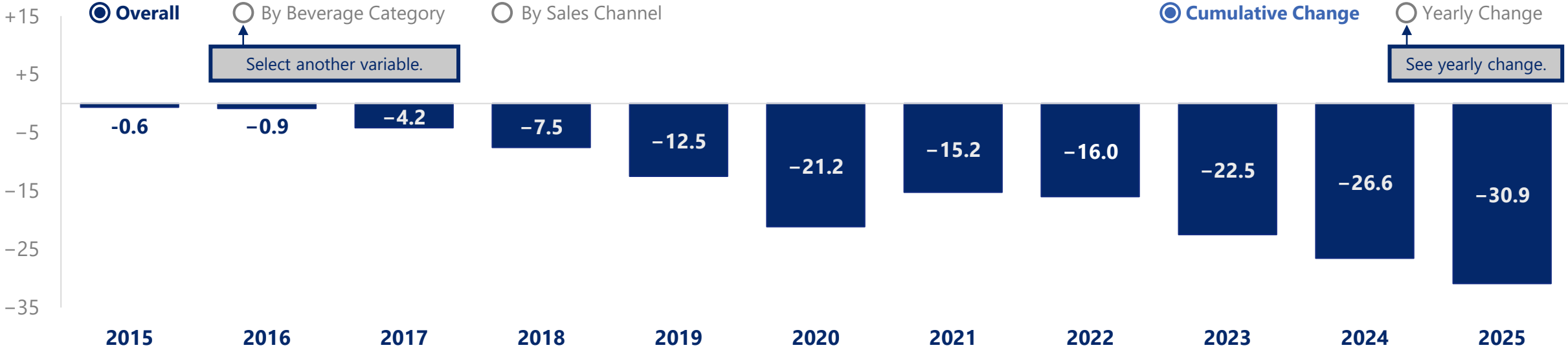
2023-25 Saw Strong Calorie Reductions across Beverage Categories and Sales Channels

From 2014 to 2025, LRB calories per person per day fell by nearly 31 calories. Progress accelerated in the last three years, with calories per person decreasing by almost 15 calories from 2022 to 2025. Calorie reductions from CSDs and 100% juices and juice drinks drove the cumulative decline since 2014. In the past three years, however, calorie reductions from other beverage categories have also contributed, supporting the strong pace of calorie reductions in those years.

Nielsen-measured channels account for about 60% of total LRB volume and calories but have contributed 82% of the total reduction in calories per person since 2014. These channels include packaged beverages purchased primarily from chain grocery, convenience, drug, dollar, big box, and club stores. Overall, LRB calories per person have fallen by 20% since 2014 in Nielsen-measured channels. On a yearly basis, calories per person declined every year in Nielsen channels except 2020, when the onset of the COVID-19 pandemic temporarily shifted food and beverage purchases away from out-of-home channels and toward retail outlets.

Progress has been more modest in non-Nielsen segments, where LRB calories per person have decreased by 8.0% since 2014. These segments include restaurants, entertainment venues, vending machines, fountain machines, and other out-of-home channels. Several factors have slowed calorie reduction in non-Nielsen channels. Chief among these is consumers shifting a growing share of their food and beverage spending to restaurants and entertainment venues.* Also, BCI Companies generally have less influence over product offerings and consumer choices in these settings. Despite these headwinds, calories per person declined in both Nielsen and non-Nielsen channels during the strongest years of the commitment—2023, 2024, and 2025—reflecting consumers' increasing selection of lower-calorie beverages and the industry's efforts to expand these options.

Change in LRB Calories per Person per Day



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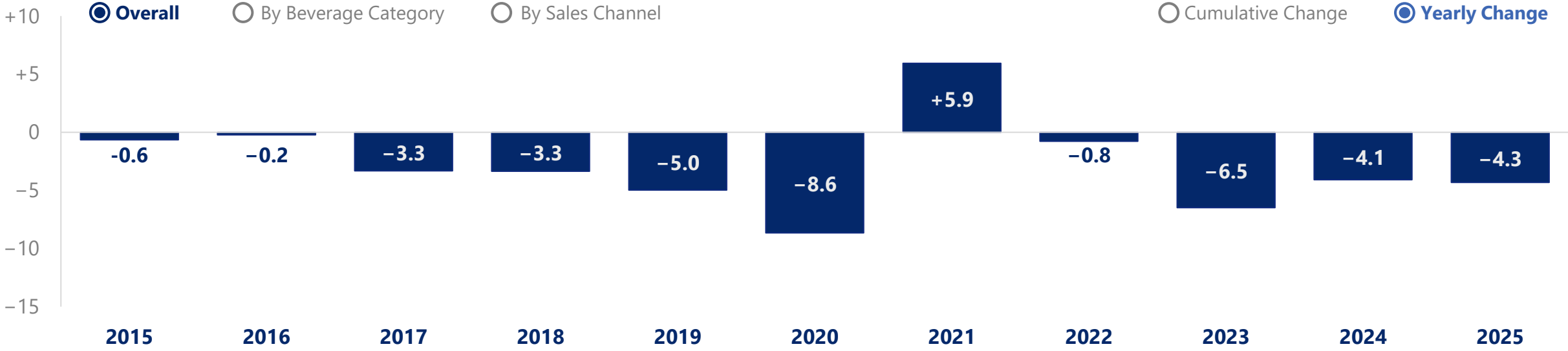
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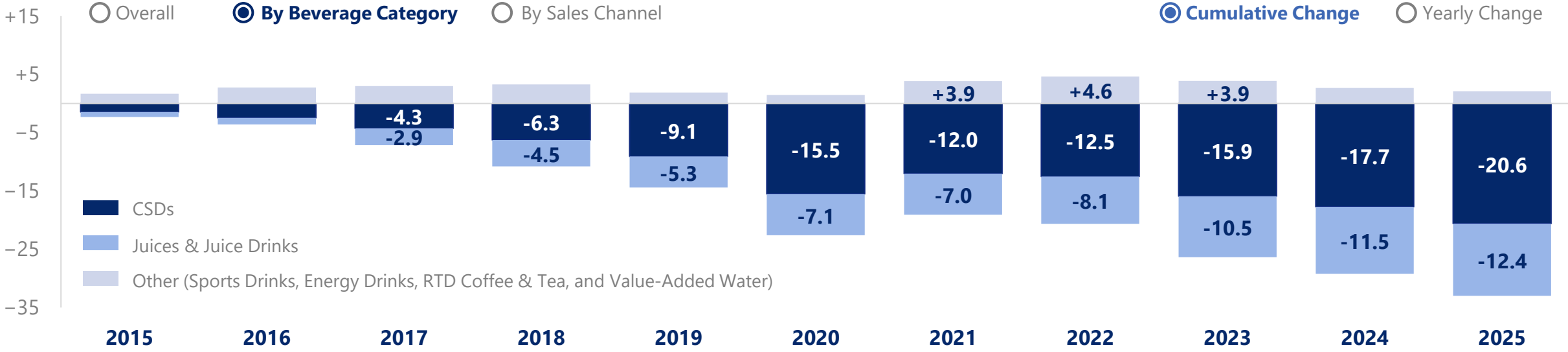
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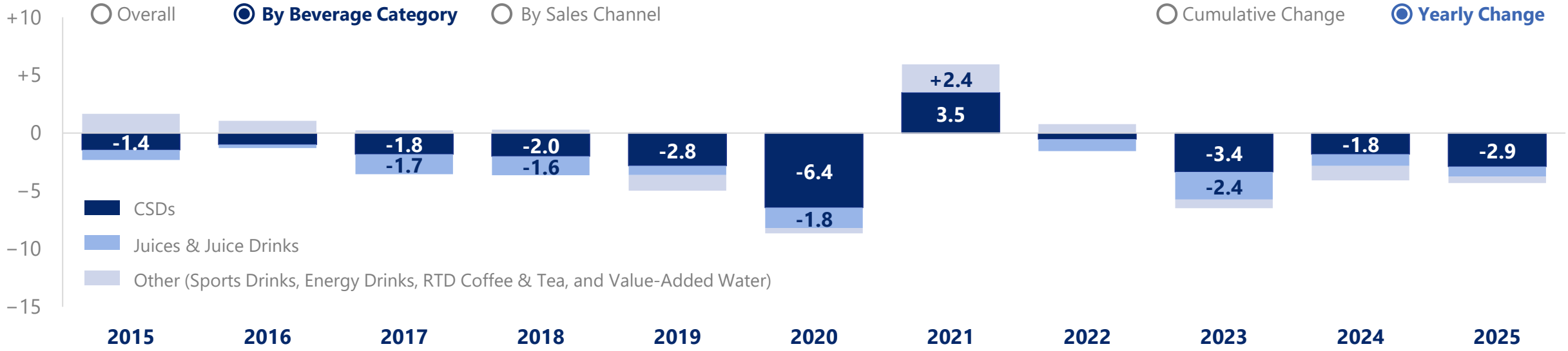
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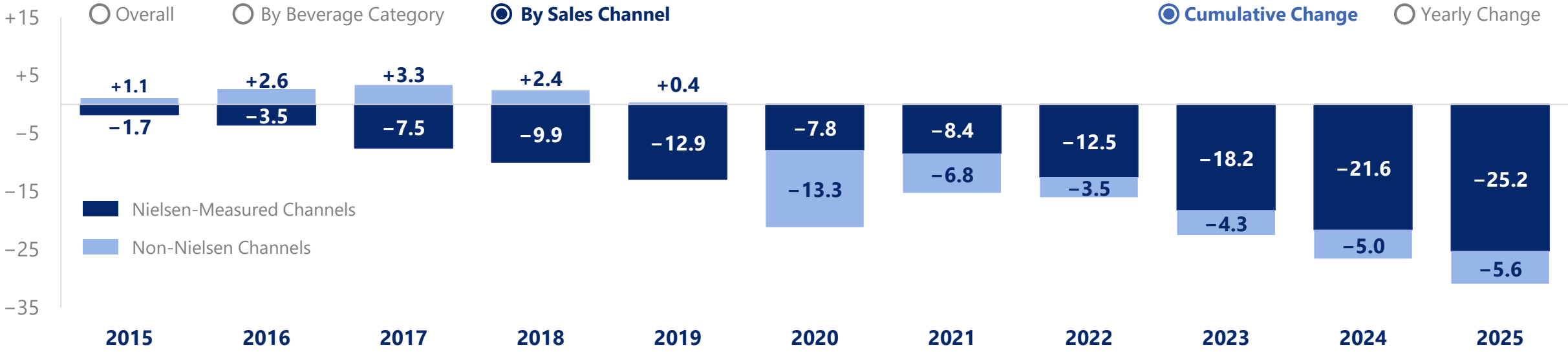
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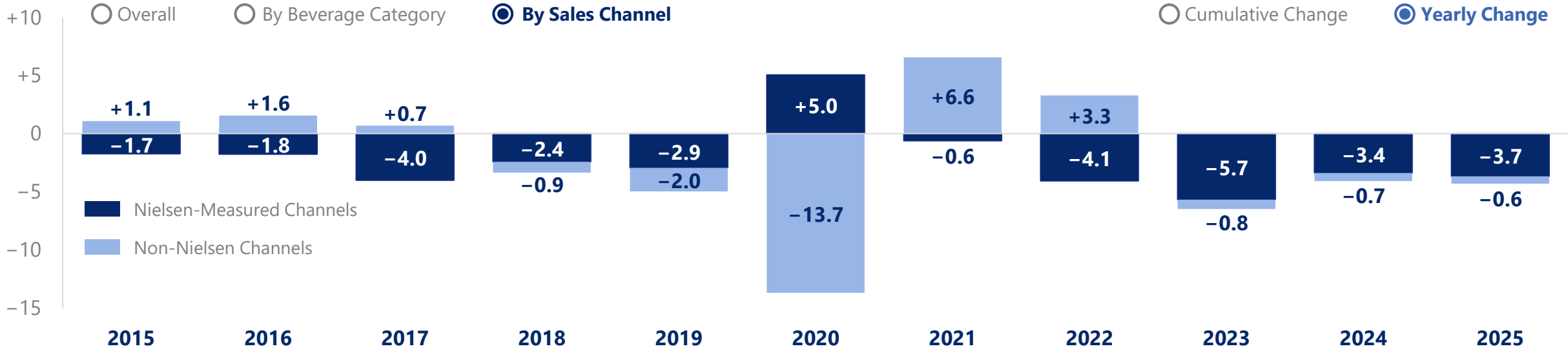
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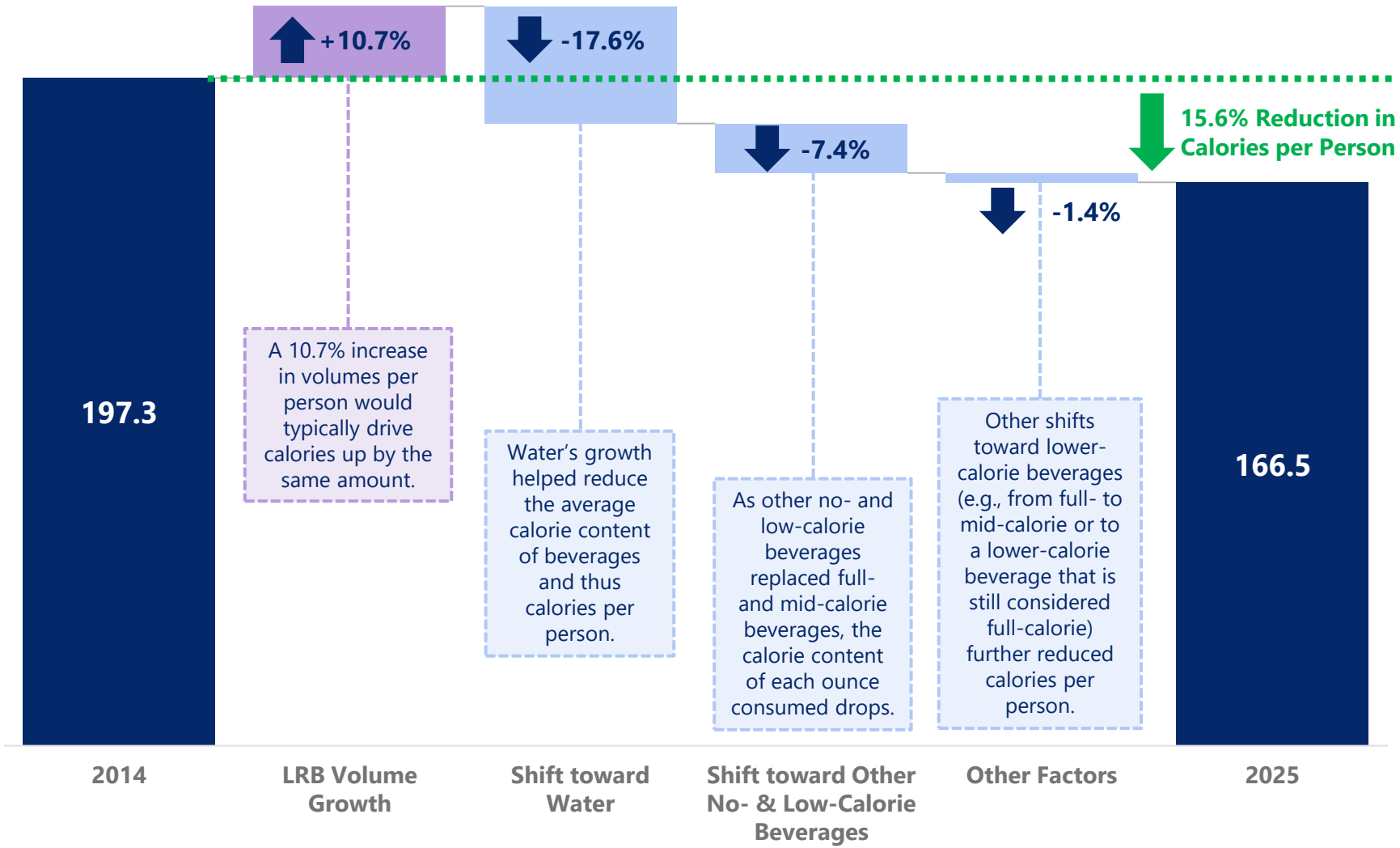
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Long-Term Trends Drove Reductions in Calories per Person per Day

Several long-term shifts in beverage consumption explain the 15.6% decline in LRB calories per person per day from 2014 to 2025:

- LRB volumes per person rose 10.7% from 2014 to 2025. If the types of beverages consumed and their calorie content had stayed the same, this increase alone would have raised calories per person by the same amount.
- However, all the volume growth came from water, a zero-calorie beverage. The growth of water reduced calories per person by 17.6%, more than offsetting the impact of higher volume.
- Excluding water, other no- and low-calorie beverages, such as diet carbonated soft drinks ("CSDs") and sports drinks, grew relative to their full- and mid-calorie counterparts. This lowered calories per person by an additional 7.4%.
- Other factors, including consumers shifting from full-calorie to mid-calorie beverages and industry-led product reformulations, contributed a further 1.4% reduction in calories per person.

Contributions to the 2014-25 Decrease in Calories per Person per Day



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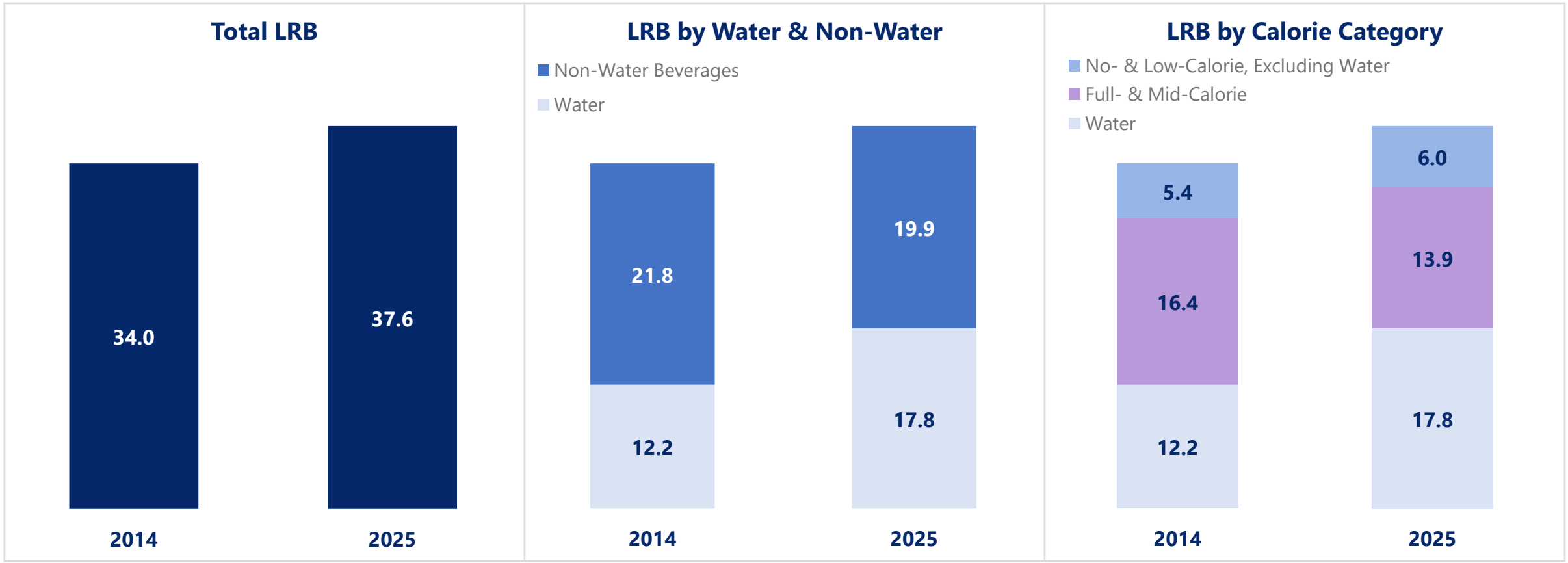
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Water & Other No- and Low-Calorie Beverages Drove Growth in per Person LRB Volume

Per person LRB volumes grew 10.7%, rising from 34.0 ounces per day in 2014 to 37.6 ounces in 2025. The growth occurred through 2022, after which per person volumes dipped slightly in 2023 and held steady in 2024-25. Growth was driven by water and other no- and low-calorie beverages. Water volumes—including both sparkling and still—rose by 5.6 ounces per person in 2014-25. Other no- and low-calorie beverage volume grew 0.6 ounces per person in the same period, despite sharp decreases through 2017. This growth was partly offset by declines in full- and mid-calorie beverage volumes, which fell by 2.5 ounces per person in this period.

Daily Ounces per Person per Day

◉ **2014 vs. 2025** ○ Annual Trend



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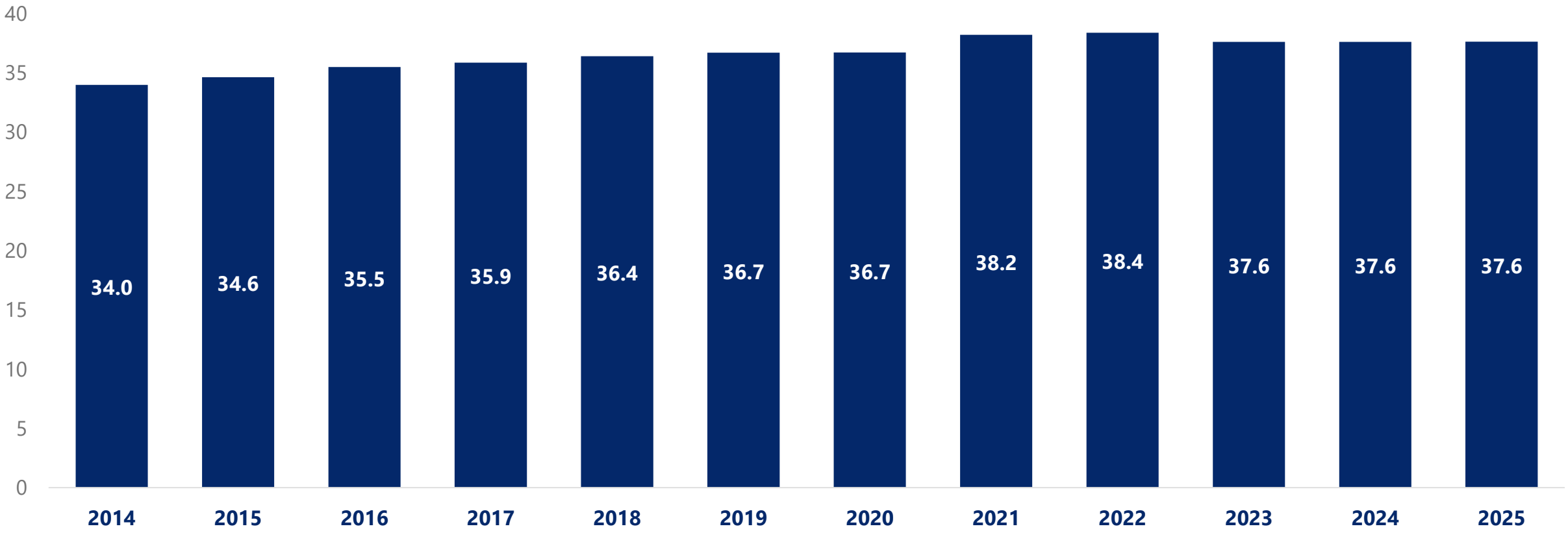
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Daily Ounces per Person per Day

2014 vs. 2025 | **Annual Trend** | **Total LRB** | By Water & Non-Water | By Calorie Category



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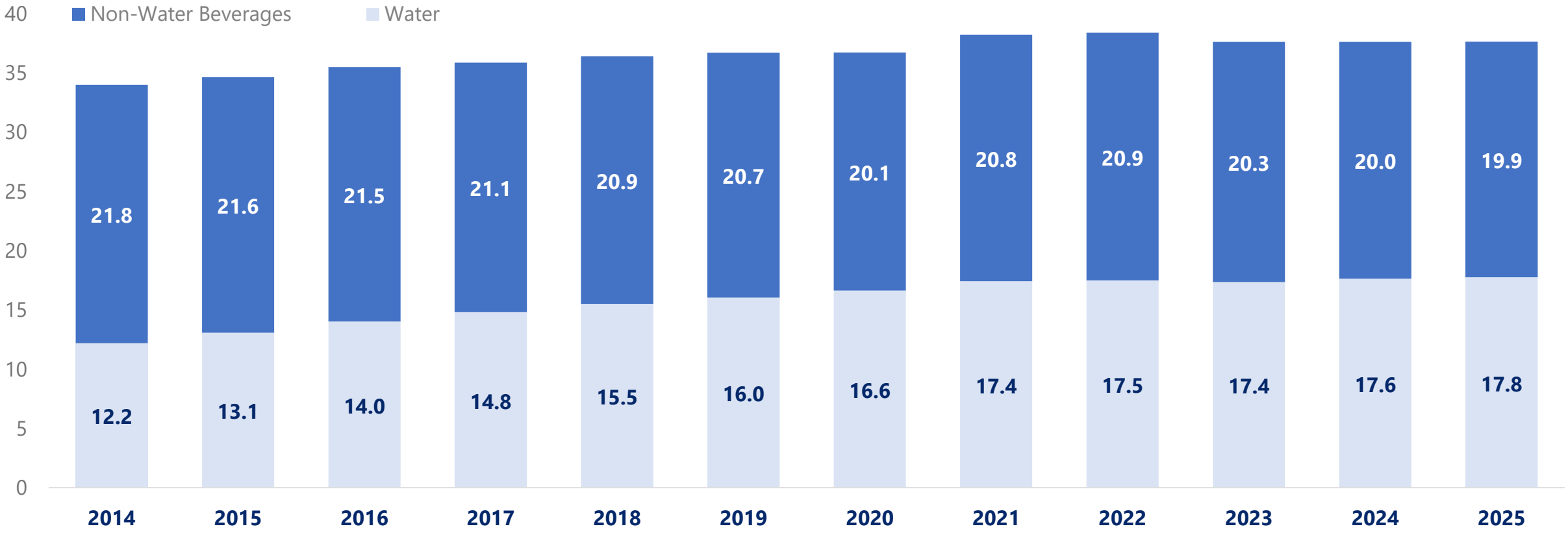
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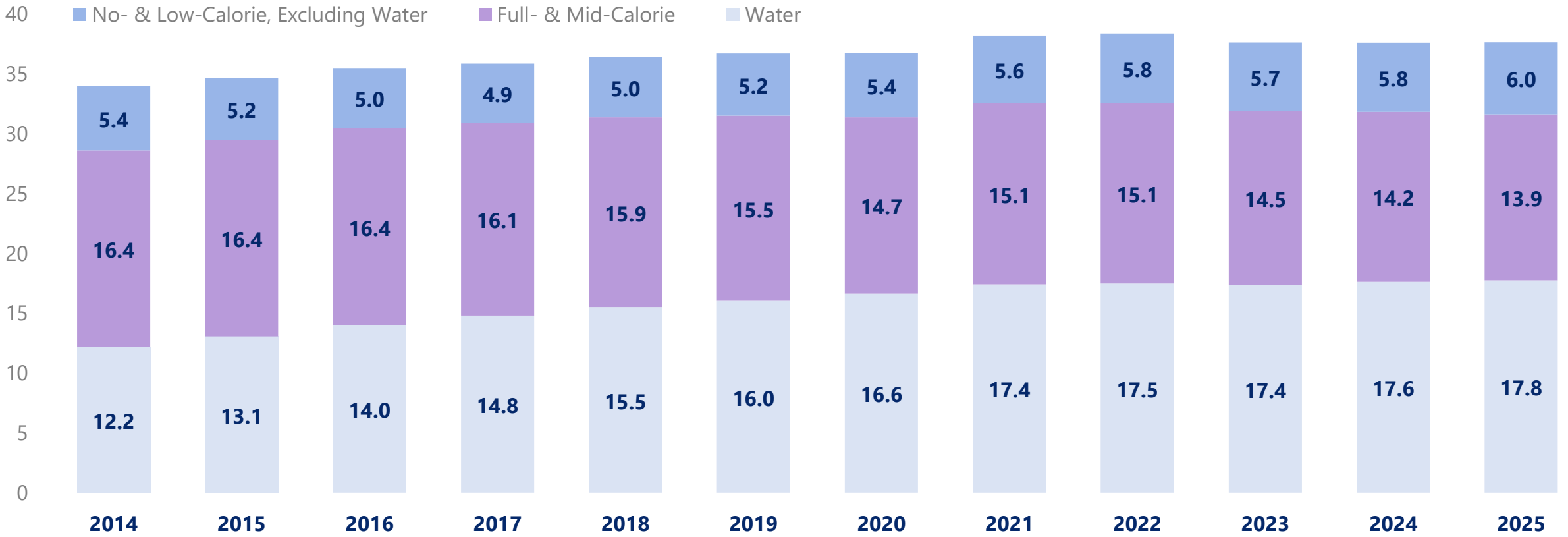
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2014 vs. 2025 | **Annual Trend** | Total LRB | By Water & Non-Water | **By Calorie Category**

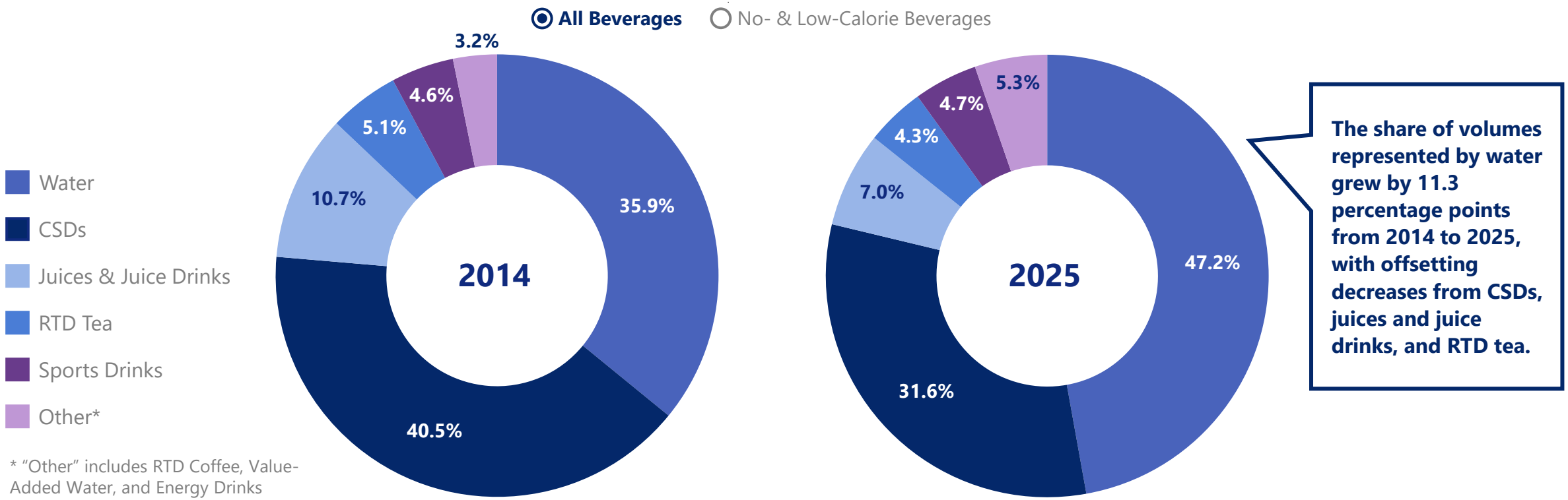


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Beverage Volumes Shifted toward Water, Away from Full-Calorie CSDs and Juices

Share of LRB Volume by Beverage Category, 2014 vs. 2025



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

The share of volumes represented by water grew by 11.3 percentage points from 2014 to 2025, with offsetting decreases from CSDs, juices and juice drinks, and RTD tea.

As per person water consumption grew, water claimed a much larger share of the overall beverage mix. Water, including sparkling water, grew to represent 47.2% of total LRB volume in 2025, up from 35.9% in 2014. Most of this increase came from still water, whose share of total LRB volume grew from 35.5% to 45.7% over the commitment period. Sparkling water also expanded, with its share nearly quadrupling from 0.4% to 1.5%. The share of other no- and low-calorie beverages also grew slightly—from 15.8% in 2014 to 16.0% in 2025. Together, these shifts meant that no- and low-calorie beverages, including water, rose to account for 63.2% of LRB volume in 2025, up from 51.8% in 2014.

This increase was mirrored by a reduction in full- and mid-calorie beverages' share, which went from 48.2% of beverage volumes in 2014 to 36.8% in 2025. Per person volumes of full-calorie CSDs and 100% juices and juice drinks—the sources of roughly 80% of LRB calories—fell by 15.6% and 26.8%, respectively, over that period.

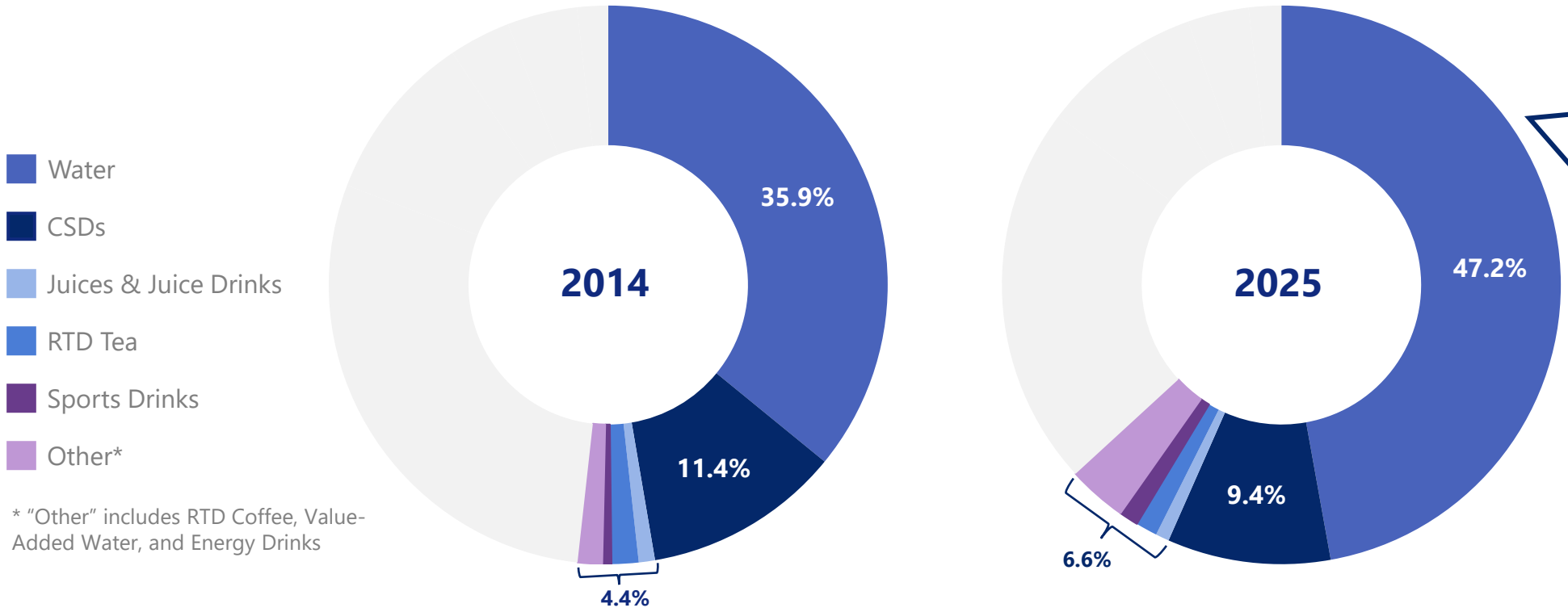
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Beverage Volumes Shifted toward Water, Away from Full-Calorie CSDs and Juices

Share of LRB Volume by Beverage Category, 2014 vs. 2025

○ All Beverages ◉ **No- & Low-Calorie Beverages**



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

The share of volumes that are no- and low-calorie beverages increased from 51.8% to 63.2% from 2014 to 2025. No-calorie beverages alone grew from 49.5% to 60.7%.

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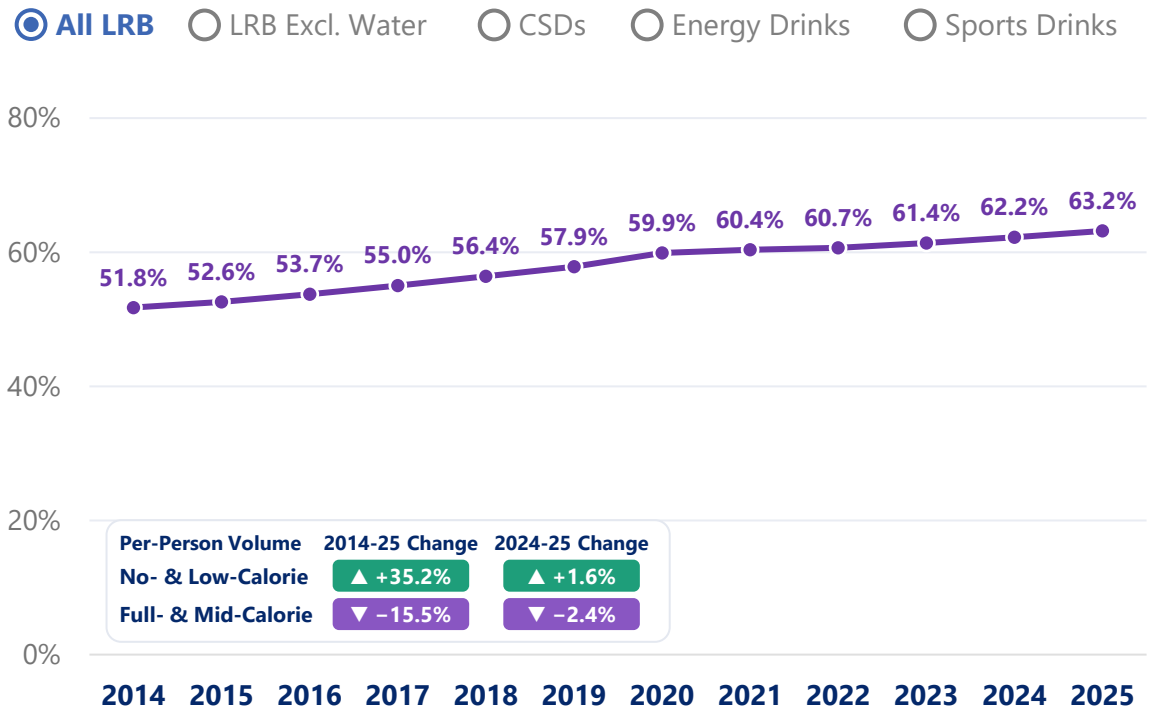
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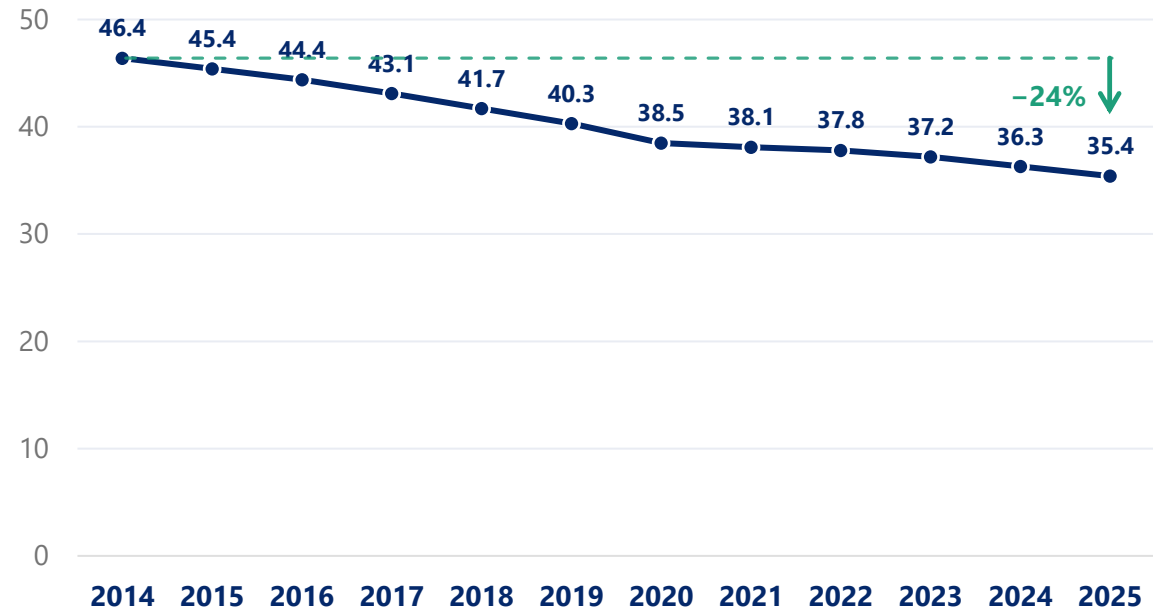
Growth of No- and Low-Calorie Beverage Volumes Drove Down Calories per 8-Ounce Serving

The growing share of beverages that are no- and low-calorie reduced average calories per 8-ounce serving by 24% from 2014 to 2025. The growth of water volumes drove most of this decline, but another key contributor was consumers' growing preference for no- and low-calorie options across non-water categories. This trend was especially pronounced in energy drinks and ready-to-drink ("RTD") coffees, where no- and low-calorie products quickly gained share from the outset of the commitment. For CSDs, the shift toward no- and low-calorie products did not begin until 2018, but it has since become an important driver of calorie reductions. From 2014 to 2017, no- and low-calorie CSD volumes decreased rapidly, which increased the share of CSDs that were full-calorie. Since then, however, no- and low-calorie CSDs have consistently outperformed their full-calorie counterparts in terms of growth. In 2025, this gap in growth reached its widest point of the commitment, with no- and low-calorie CSD volumes up 5.0% year-over-year and full-calorie volumes down 2.6% Y/Y. As a result, no- and low-calorie CSDs reached 30% of total CSD volume in 2025—their highest share since at least 2014. Combined with the growth of no- and low-calorie beverages in other LRB categories, the shift to lower-calorie CSDs has sustained the strong pace of calorie reduction even as water volume growth moderated in recent years.

Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving



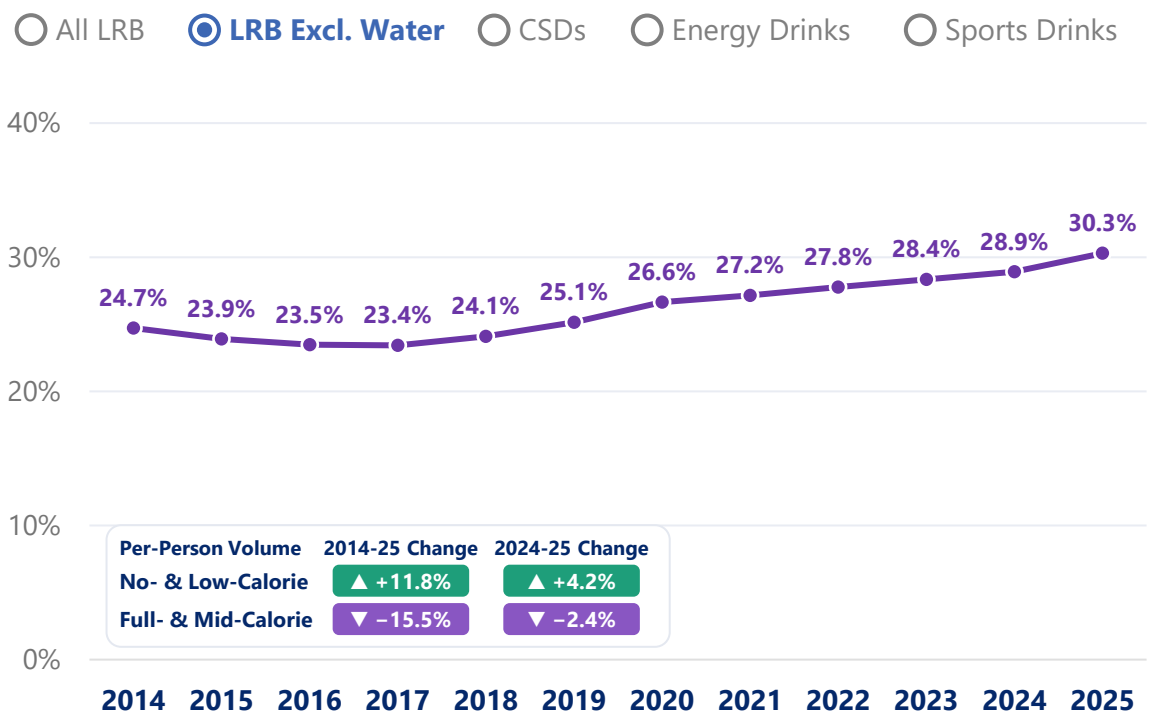
Source: Calculations based on data from U.S. Census Bureau, Nielsen Scantrack, proprietary company data, and Beverage Marketing Corporation's DrinkTell database.

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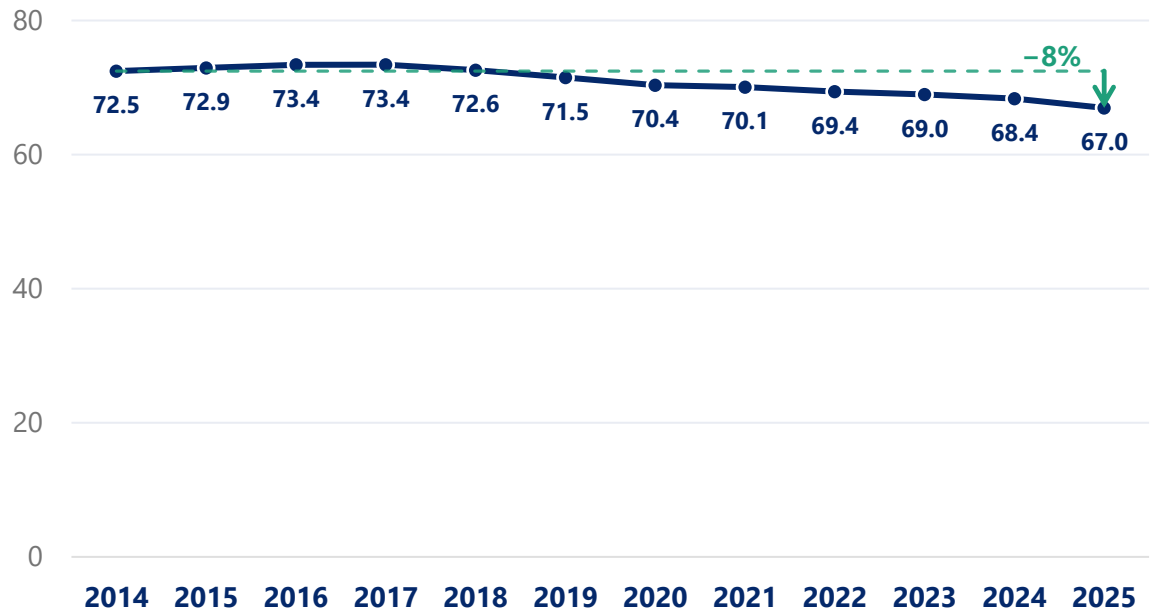
Growth of No- and Low-Calorie Beverage Volumes Drove Down Calories per 8-Ounce Serving

The growing share of beverages that are no- and low-calorie reduced average calories per 8-ounce serving by 24% from 2014 to 2025. The growth of water volumes drove most of this decline, but another key contributor was consumers' growing preference for no- and low-calorie options across non-water categories. This trend was especially pronounced in energy drinks and ready-to-drink ("RTD") coffees, where no- and low-calorie products quickly gained share from the outset of the commitment. For CSDs, the shift toward no- and low-calorie products did not begin until 2018, but it has since become an important driver of calorie reductions. From 2014 to 2017, no- and low-calorie CSD volumes decreased rapidly, which increased the share of CSDs that were full-calorie. Since then, however, no- and low-calorie CSDs have consistently outperformed their full-calorie counterparts in terms of growth. In 2025, this gap in growth reached its widest point of the commitment, with no- and low-calorie CSD volumes up 5.0% year-over-year and full-calorie volumes down 2.6% Y/Y. As a result, no- and low-calorie CSDs reached 30% of total CSD volume in 2025—their highest share since at least 2014. Combined with the growth of no- and low-calorie beverages in other LRB categories, the shift to lower-calorie CSDs has sustained the strong pace of calorie reduction even as water volume growth moderated in recent years.

Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving



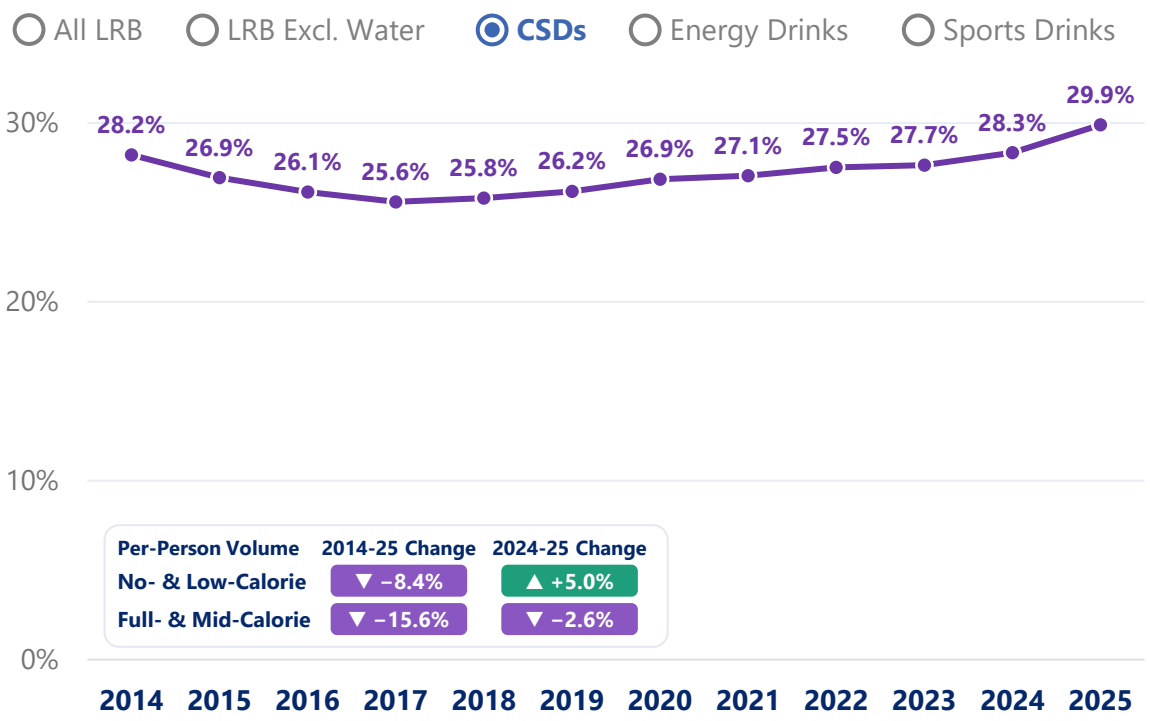
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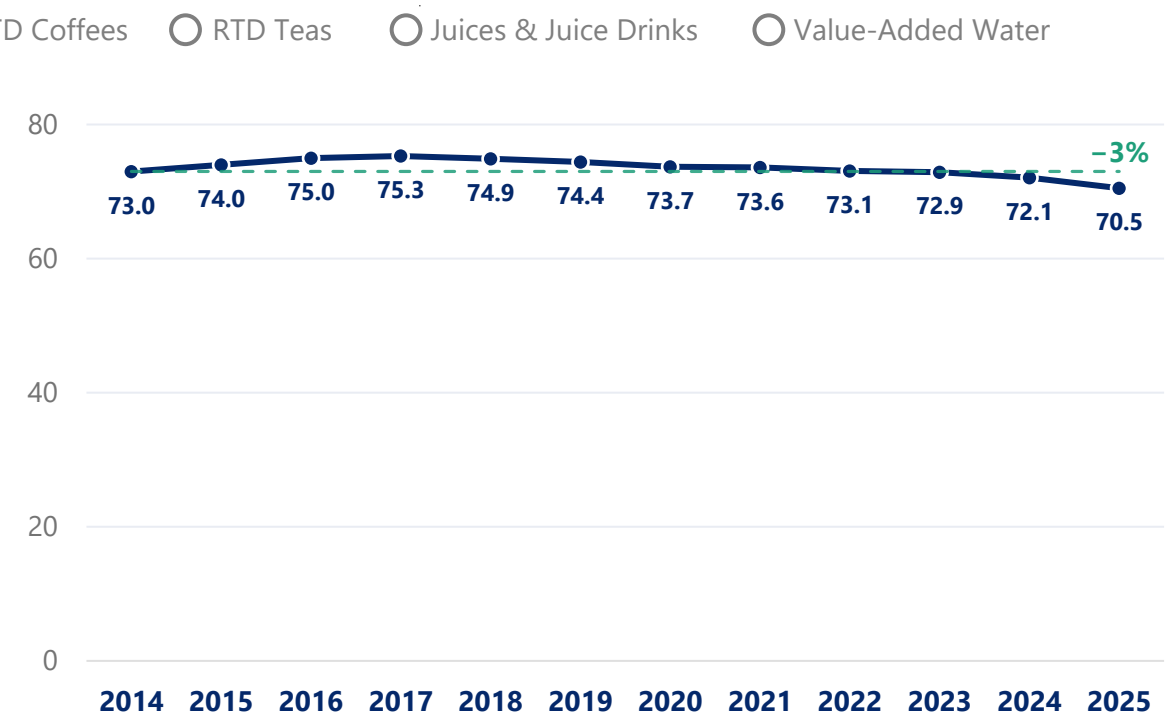
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Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving



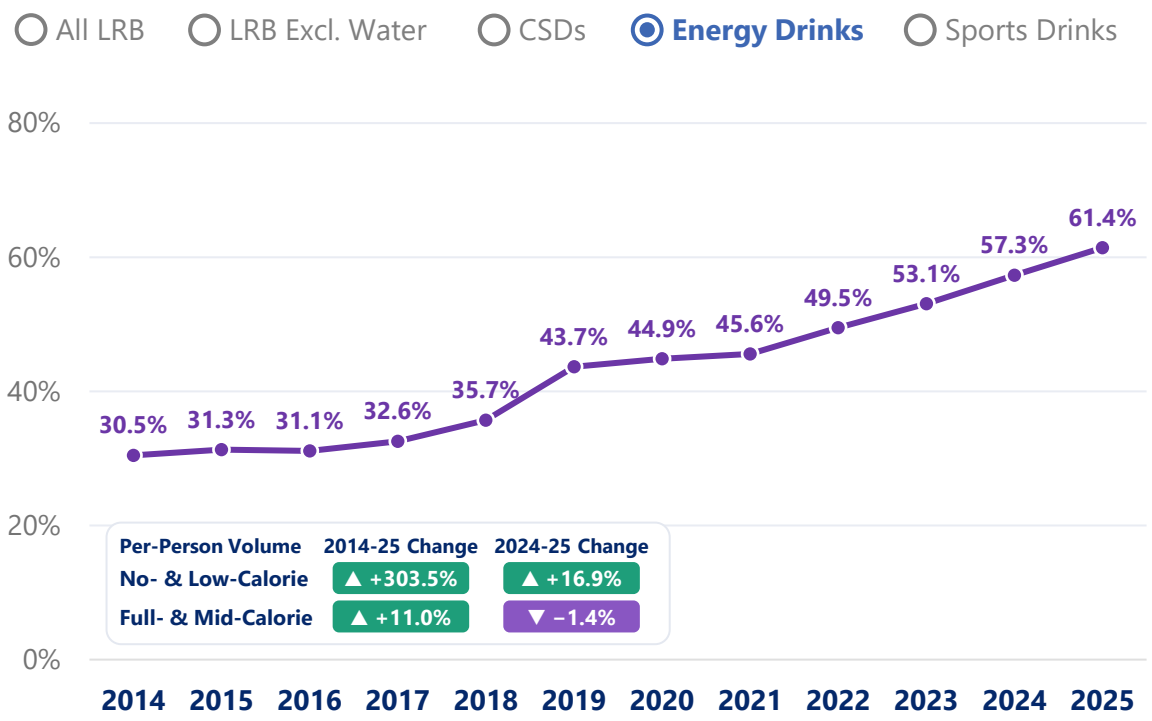
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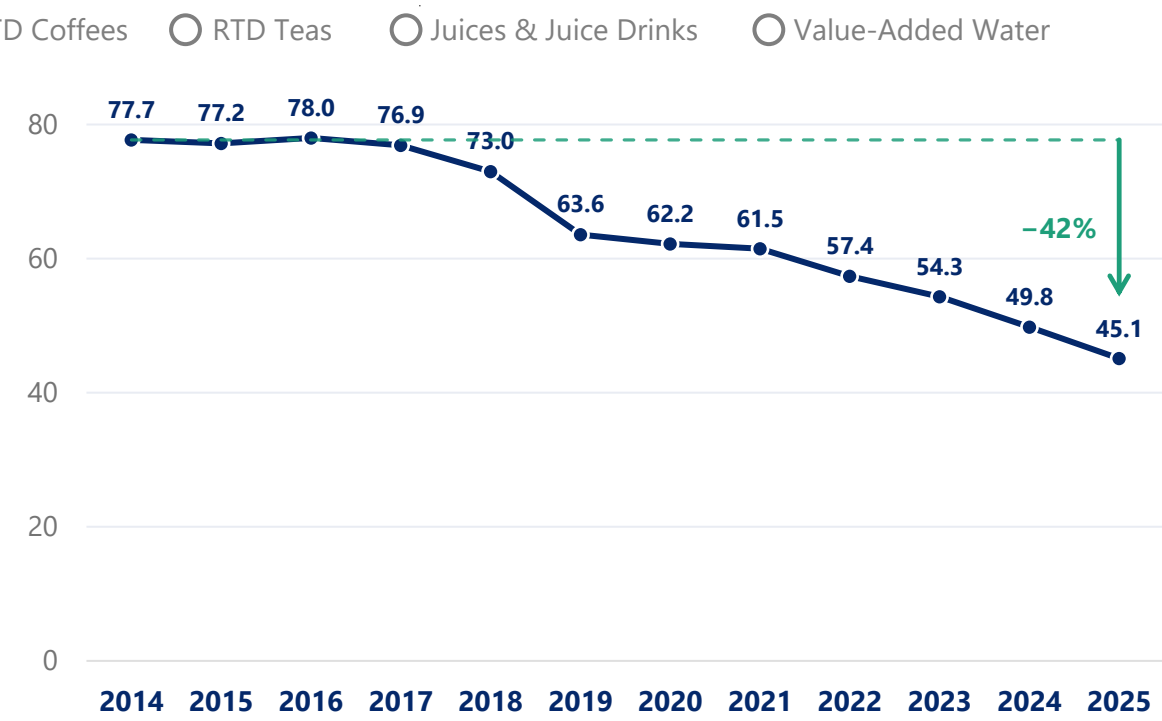
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Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving



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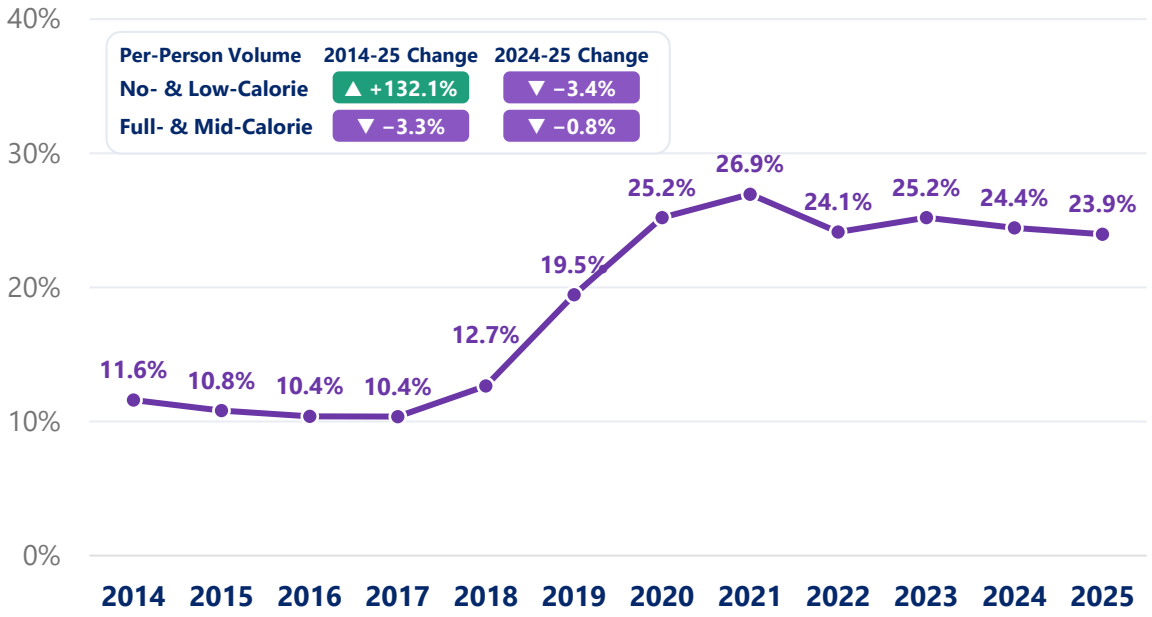
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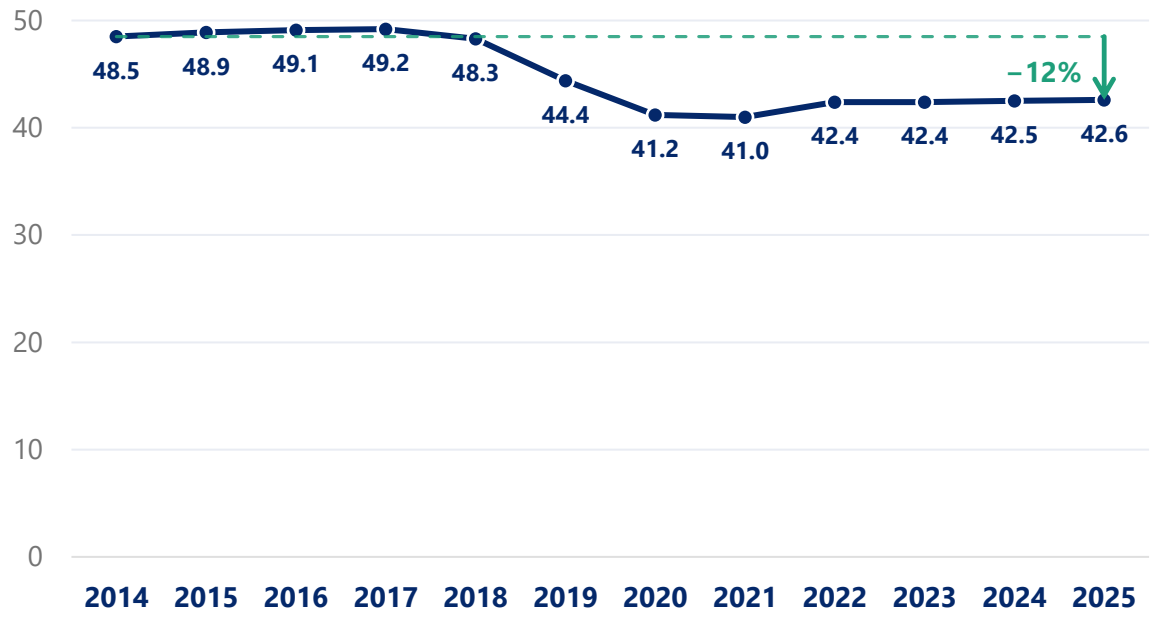
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Share of Volume that Is No- & Low-Calorie

Calories per 8-Ounce Serving

All LRB | LRB Excl. Water | CSDs | Energy Drinks | **Sports Drinks** | RTD Coffees | RTD Teas | Juices & Juice Drinks | Value-Added Water





Source: Calculations based on data from U.S. Census Bureau, Nielsen Scantrack, proprietary company data, and Beverage Marketing Corporation's DrinkTell database.

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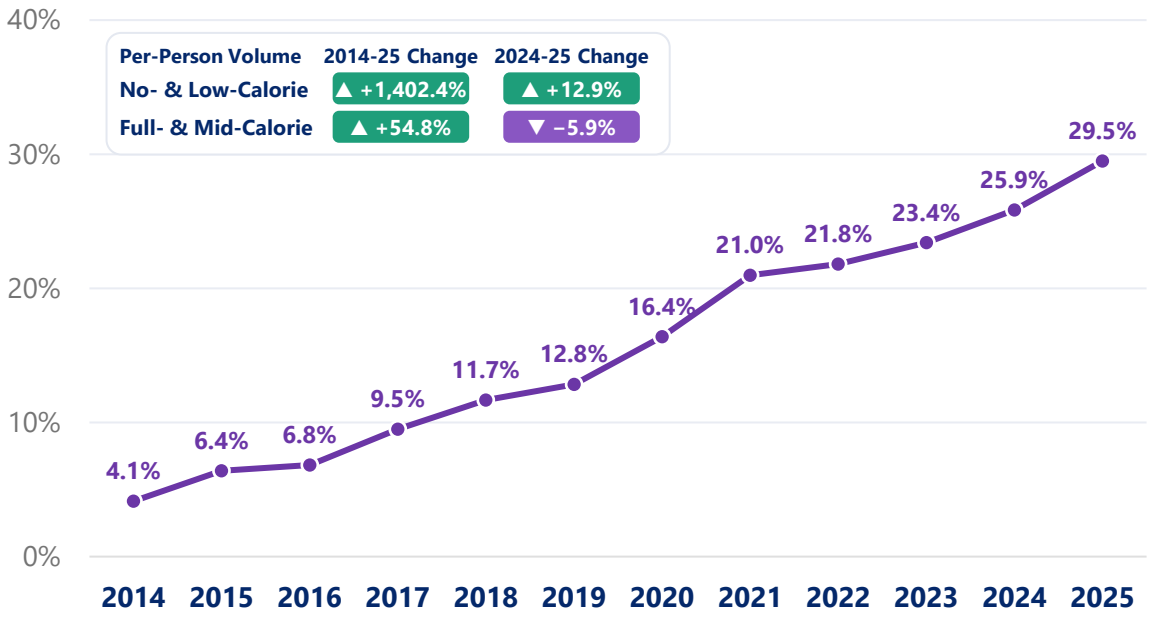
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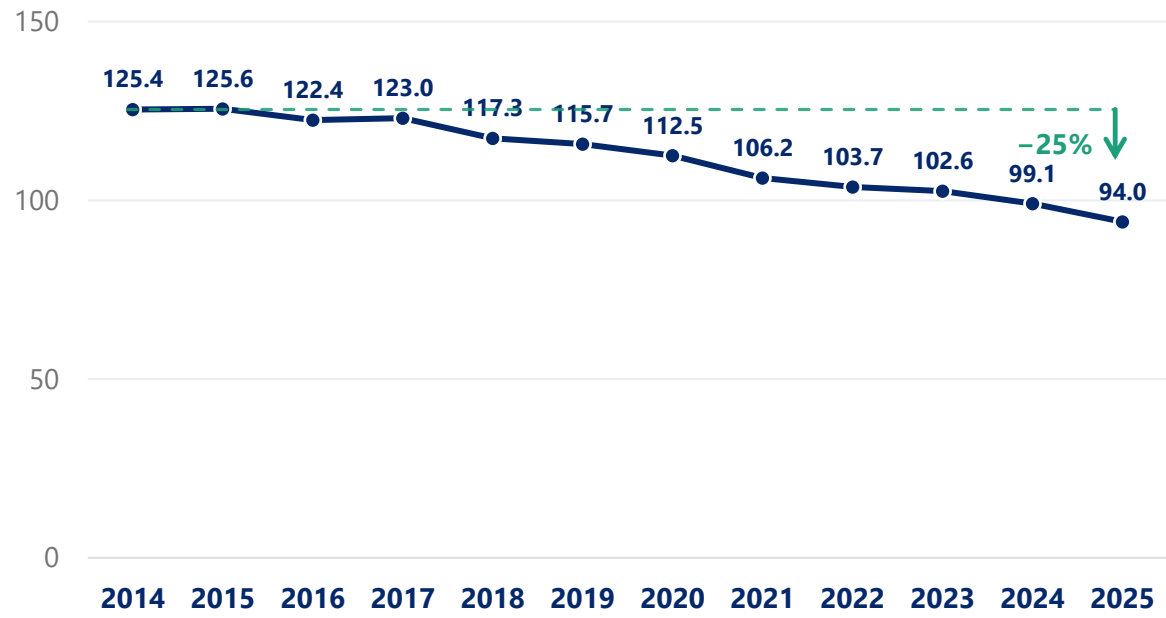
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Share of Volume that Is No- & Low-Calorie

Calories per 8-Ounce Serving

All LRB | LRB Excl. Water | CSDs | Energy Drinks | Sports Drinks | **RTD Coffees** | RTD Teas | Juices & Juice Drinks | Value-Added Water





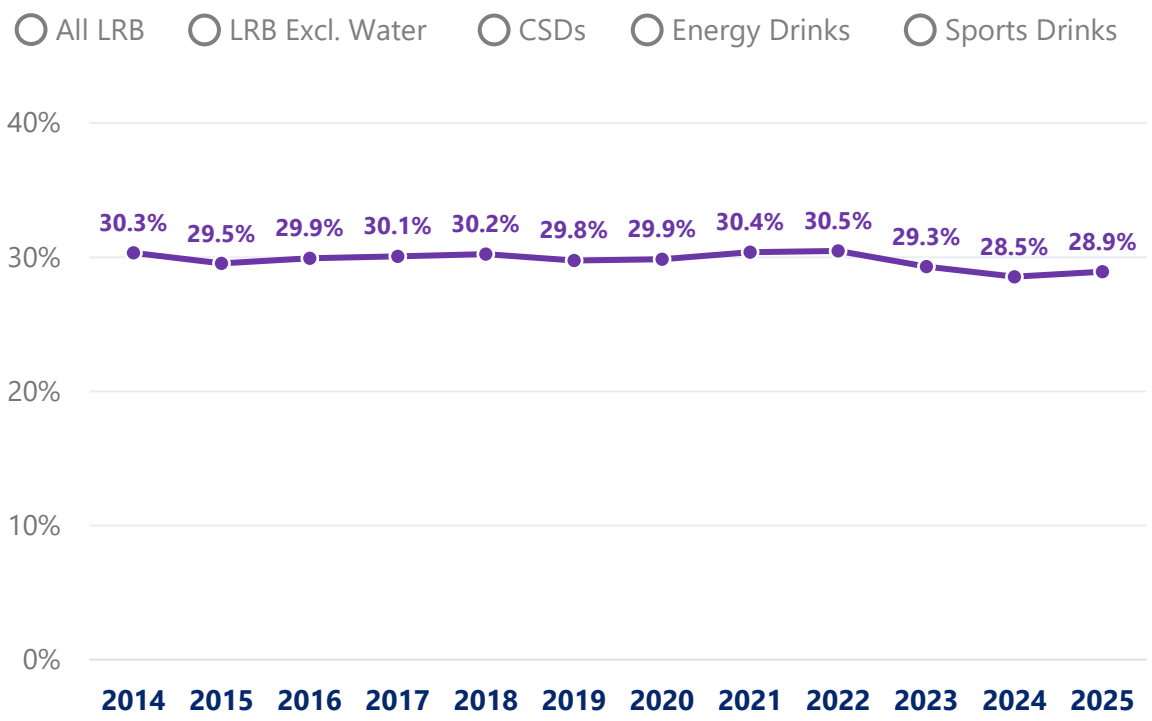
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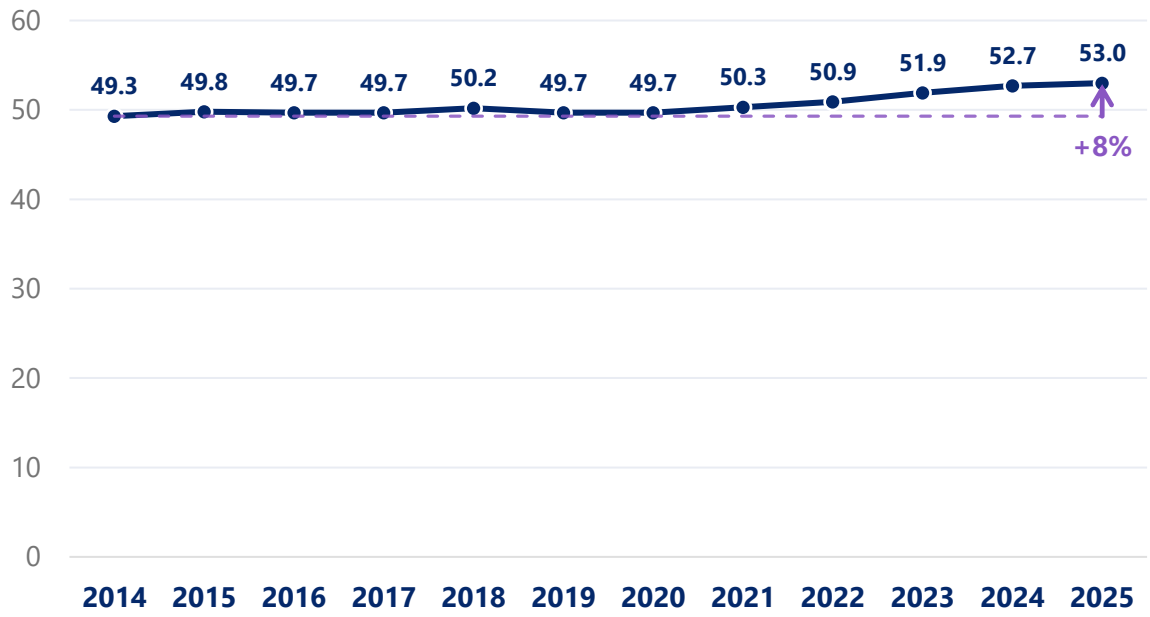
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Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving

All LRB | LRB Excl. Water | CSDs | Energy Drinks | Sports Drinks | RTD Coffees | **RTD Teas** | Juices & Juice Drinks | Value-Added Water



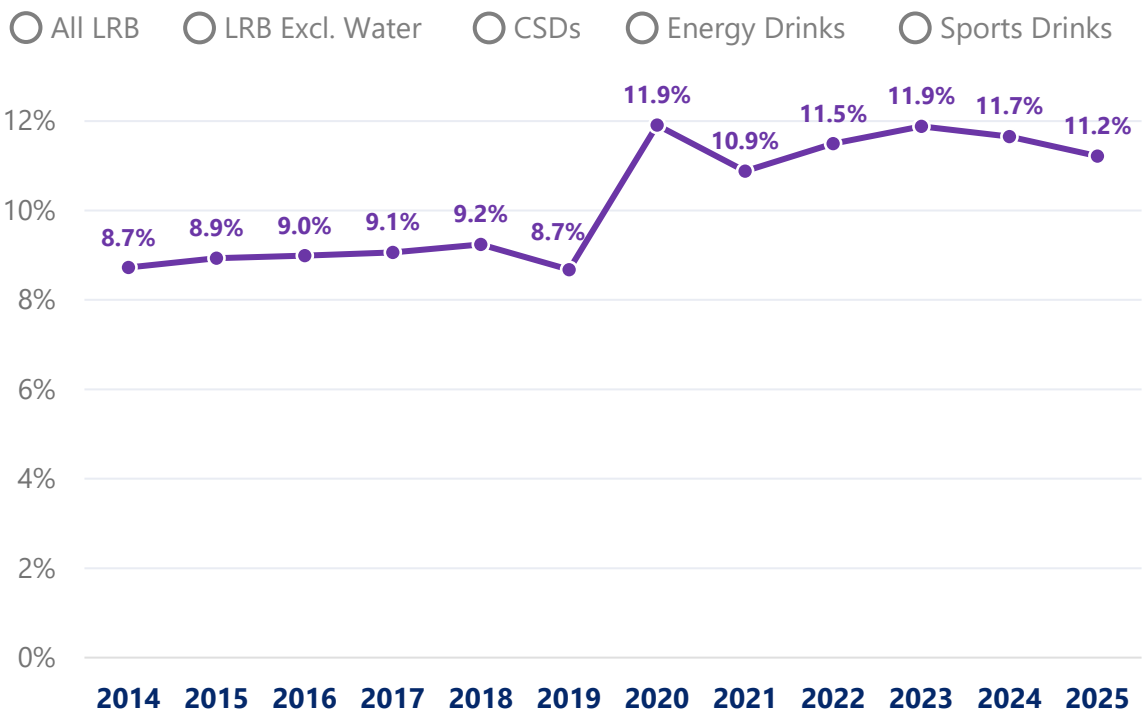
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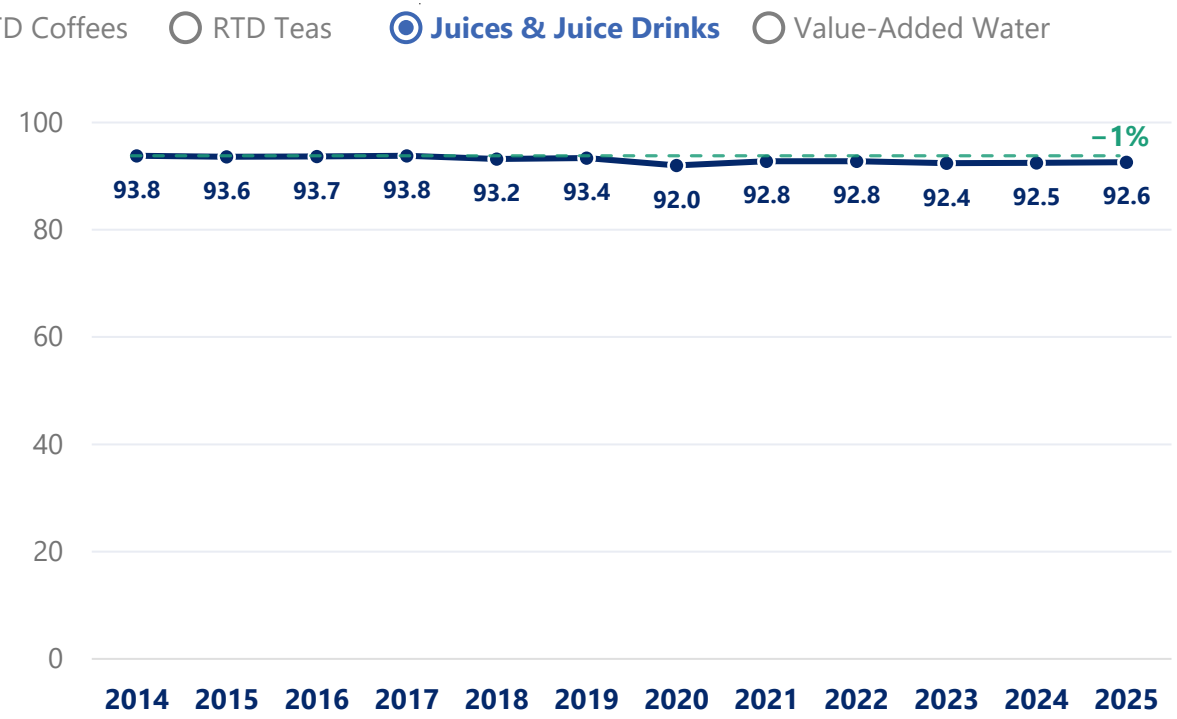
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Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving



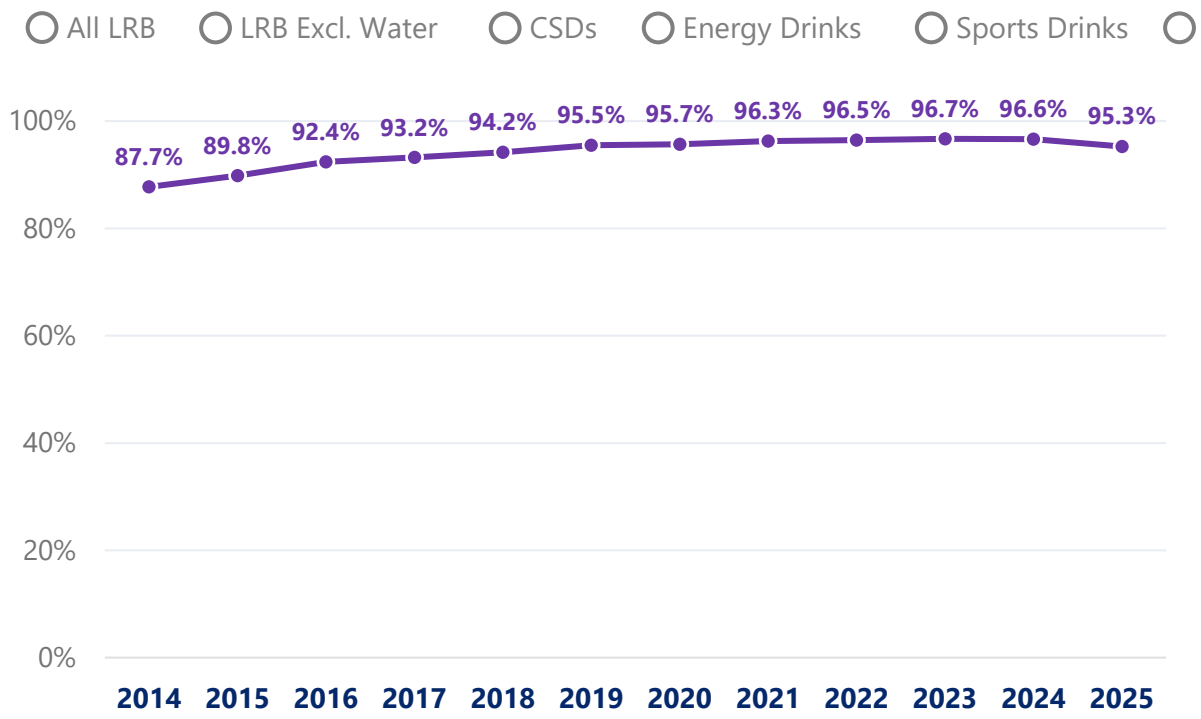
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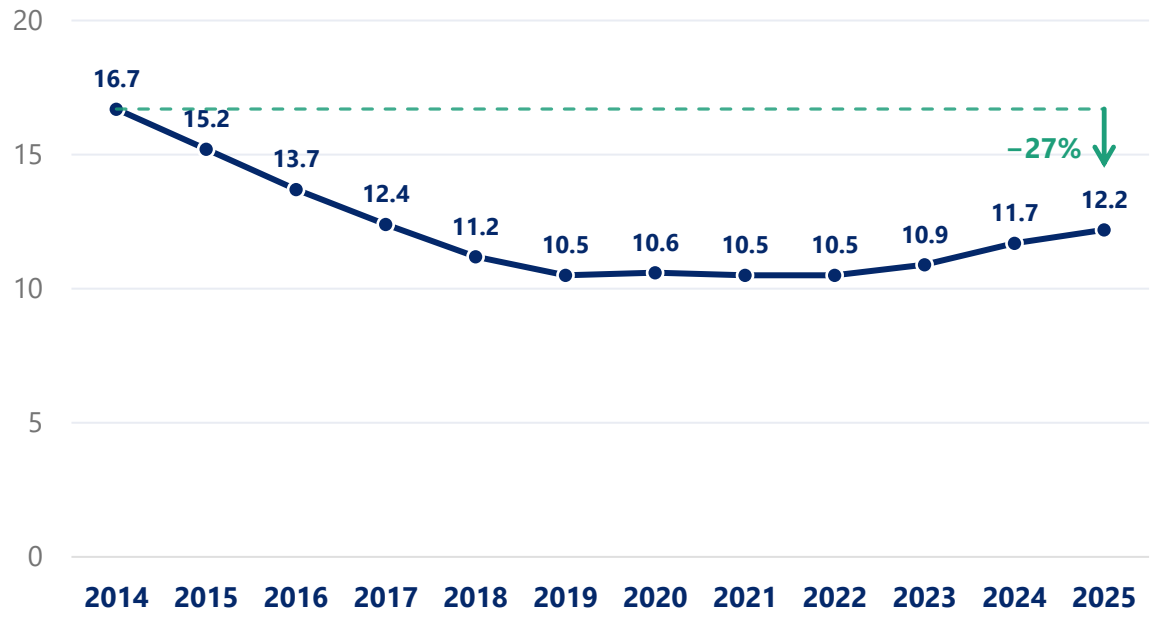
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Share of Volume that Is No- & Low-Calorie



Calories per 8-Ounce Serving

All LRB | LRB Excl. Water | CSDs | Energy Drinks | Sports Drinks | RTD Coffees | RTD Teas | Juices & Juice Drinks | **Value-Added Water**



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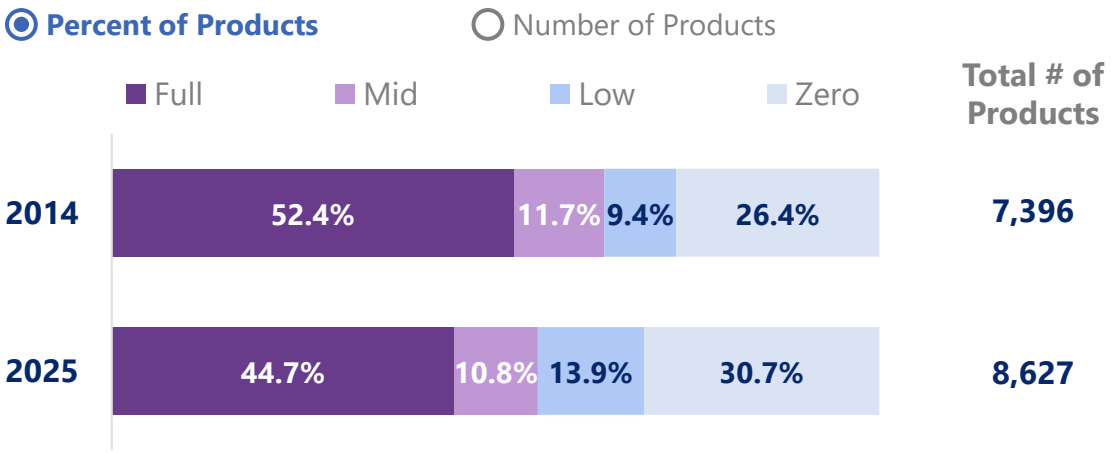
Industry Innovation Enabled the Shift toward No- and Low-Calorie Beverages

Since 2014, the beverage industry has pursued a wide range of innovations to expand access to reduced-calorie and reduced-package size products. They include the introduction of new brands, reformulations, and new container sizes, giving consumers more beverage options with fewer calories.

New Brands and Reformulations: Since 2014, beverage companies have introduced more than a thousand new no- and low-calorie beverage products, while also reformulating many existing products to reduce their calorie content.* While only some innovations succeeded, the net impact is that both the number and the share of reduced-calorie product offerings grew. Nielsen data show that the number of no- and low-calorie beverage products rose by 1,189 between 2014 and 2025, a 45% increase. Meanwhile the number of mid-calorie offerings increased by a comparatively low 66 (or 8%) and full-calorie offerings declined by 24. Together, these changes resulted in a shift of almost eight percentage points from full-calorie to lower-calorie options.

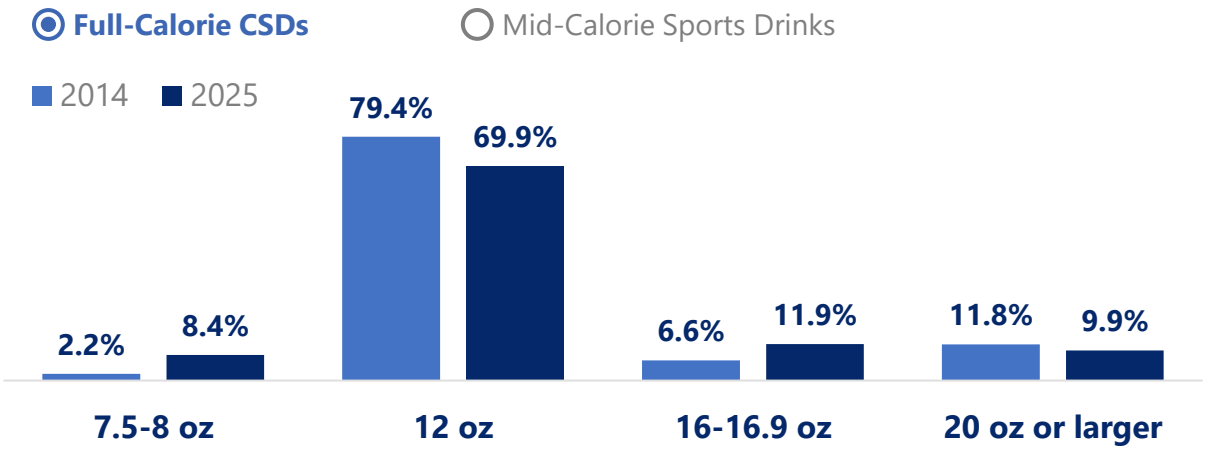
New Container Sizes: Beverage companies have also expanded their offerings of smaller package sizes, giving consumers more options to manage their portions. The portion-size changes that have had the largest impact on calories have been among CSDs and sports drinks. Among full-calorie CSDs, the "minican" portion size (i.e., 7.5-8 ounces) has grown from 2.2% of containers in 2014 to 8.4% in 2025, a near quadrupling. This was partly offset by growth in 16-16.9-ounce containers in 2014-2017, but the average size has since fallen considerably. Similarly, the average size of sports drinks has fallen dramatically, as consumers have shifted sharply toward 12- and 20-ounce containers, bringing the average container size down by 4.3 ounces from 2014 to 2025.

Distribution of Beverage Products by Calorie Category*



* Beverage products include any brand and flavor combination with annual sales volumes of more than 1 million ounces. Together, these beverage products account for more than 99.9% of ounces in the Nielsen data.

Distribution of Sales by Container Size**



** This analysis excludes products in containers larger than 1 liter, given that they are nearly always considered multiserve beverages. While many beverage products that are less than or equal to 1 liter are also considered multiserve beverages, some consumers treat them as a single portion and so the calculation includes them. Also, products in the 1-liter size range are relatively uncommon, and so their inclusion does not significantly impact the results.

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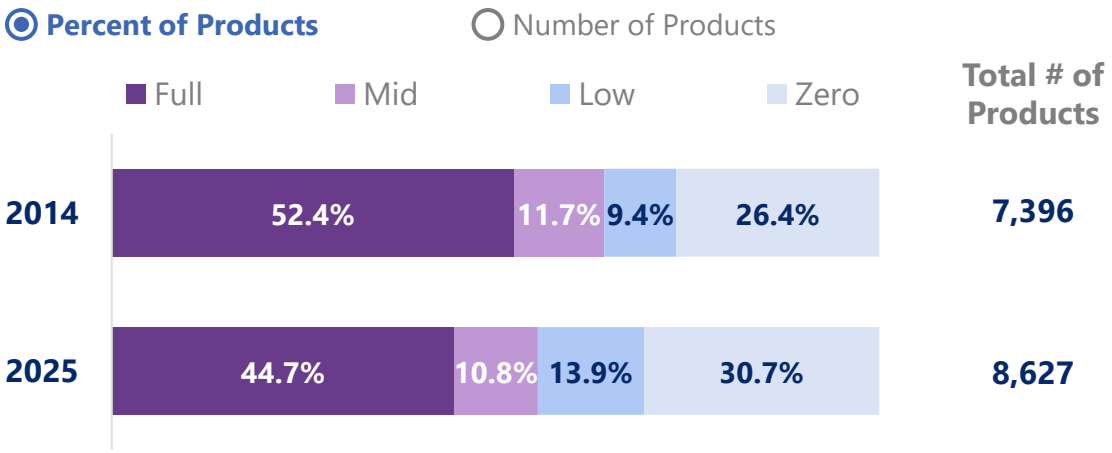
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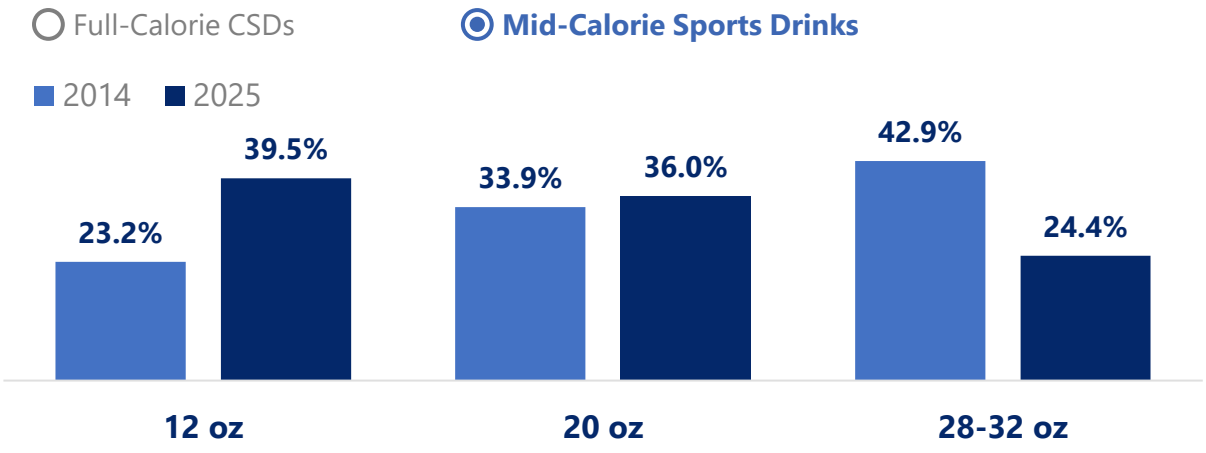
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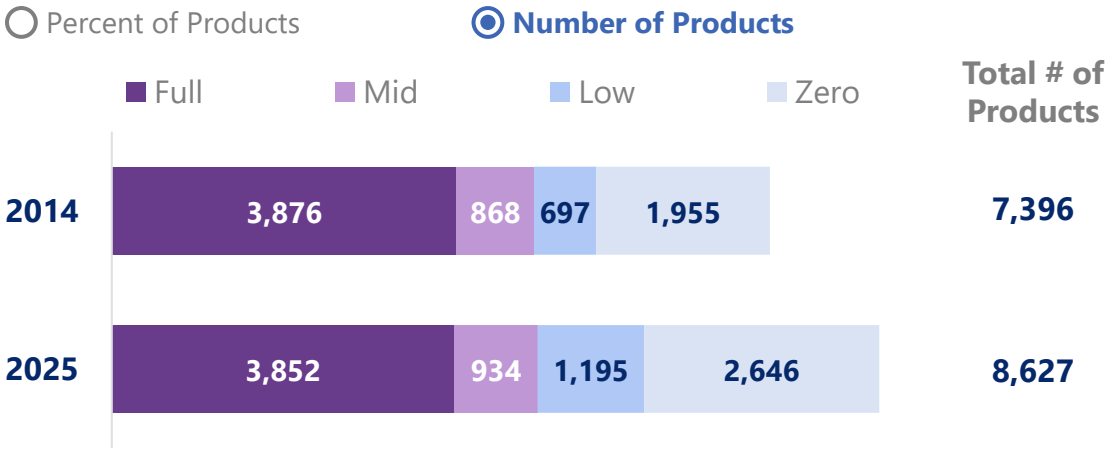
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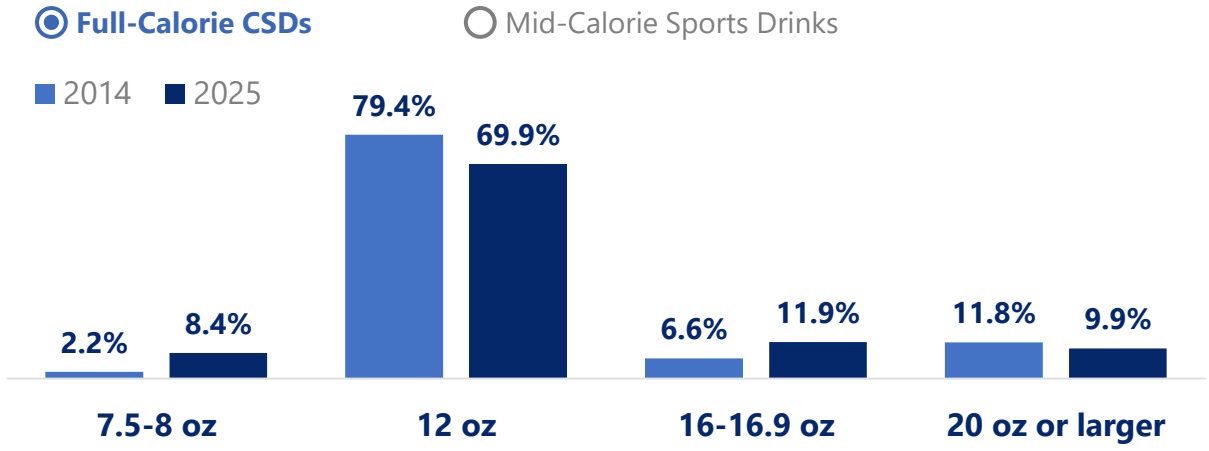
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New Container Sizes: Beverage companies have also expanded their offerings of smaller package sizes, giving consumers more options to manage their portions. The portion-size changes that have had the largest impact on calories have been among CSDs and sports drinks. Among full-calorie CSDs, the "minican" portion size (i.e., 7.5-8 ounces) has grown from 2.2% of containers in 2014 to 8.4% in 2025, a near quadrupling. This was partly offset by growth in 16-16.9-ounce containers in 2014-2017, but the average size has since fallen considerably. Similarly, the average size of sports drinks has fallen dramatically, as consumers have shifted sharply toward 12- and 20-ounce containers, bringing the average container size down by 4.3 ounces from 2014 to 2025.

Distribution of Beverage Products by Calorie Category*



Distribution of Sales by Container Size**



* Beverage products include any brand and flavor combination with annual sales volumes of more than 1 million ounces. Together, these beverage products account for more than 99.9% of ounces in the Nielsen data.

** This analysis excludes products in containers larger than 1 liter, given that they are nearly always considered multiserve beverages. While many beverage products that are less than or equal to 1 liter are also considered multiserve beverages, some consumers treat them as a single portion and so the calculation includes them. Also, products in the 1-liter size range are relatively uncommon, and so their inclusion does not significantly impact the results.

Source: Calculations based on data from U.S. Census Bureau, Nielsen Scantrack, proprietary company data, and Beverage Marketing Corporation's DrinkTell database.

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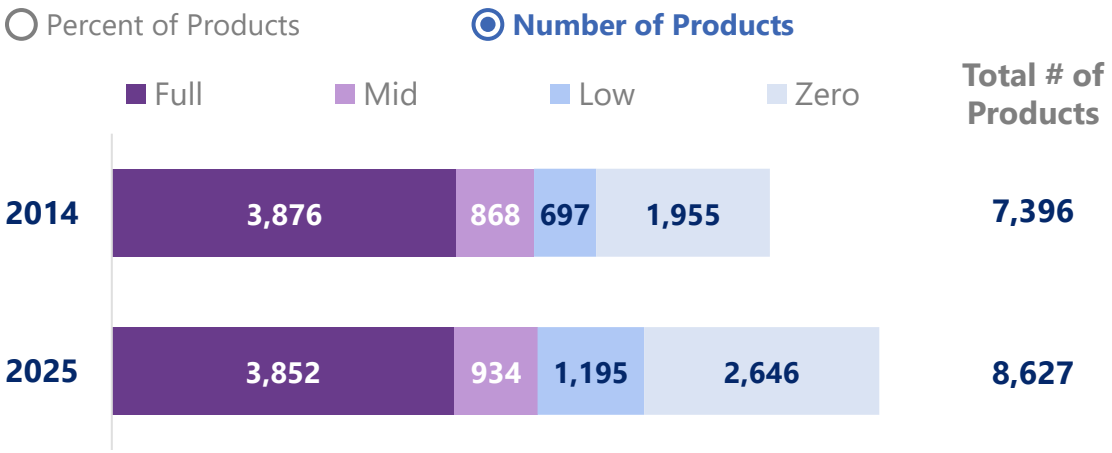
Industry Innovation Enabled the Shift toward No- and Low-Calorie Beverages

Since 2014, the beverage industry has pursued a wide range of innovations to expand access to reduced-calorie and reduced-package size products. They include the introduction of new brands, reformulations, and new container sizes, giving consumers more beverage options with fewer calories.

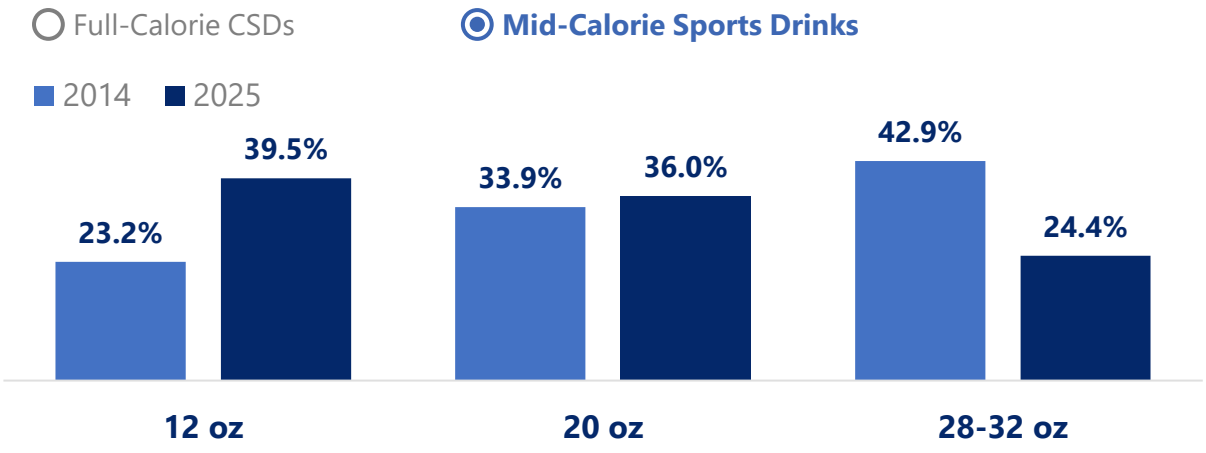
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Source: Calculations based on data from U.S. Census Bureau, Nielsen Scantrack, proprietary company data, and Beverage Marketing Corporation's DrinkTell database.

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Key Conclusions

- Since 2014, LRB calories per person per day have fallen by 15.6%.
- Calorie reductions were driven by significant shifts in the mix of beverages toward lower calorie options.
  - No- and low-calorie beverages grew from 51.8% to 63.2% of total LRB sales volumes from 2014 to 2025. No-calorie beverages alone grew from 49.5% to 60.7% of total LRB sales volumes.
  - Water, including unsweetened sparkling water, rose from 35.9% to 47.2% of total LRB sales volumes over the same period.
  - Full- and mid-calorie beverages went from representing 48.2% of LRB volumes in 2014 to 36.8% in 2025.
- The growing share of no- and low-calorie beverages reduced average calories per 8-ounce serving by 24%, from 46.4 calories in 2014 to 35.4 calories in 2025.
- The number of no- and low-calorie beverage products offered by beverage companies increased by 45%—more than a thousand products in total—between 2014 and 2025. The number of full-calorie products fell over that same period.
- Per person LRB sales volumes grew by 10.7% from 2014 to 2025, demonstrating that calorie reductions resulted not from people consuming fewer beverages, but from changing the mix of beverages they consumed. This trend reflects both evolving consumer preferences and industry efforts to increase lower calorie options.
- Water drove volume growth with per person water volumes rising by 45.5% from 2014 to 2025. Per person volumes of other no- and low-calorie beverages grew by 11.8% from 2014 to 2025, while full- and mid-calorie beverages fell by 15.5%.

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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 2025 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.

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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 2025 progress shows per person calorie estimates for 2025. It also features revised estimates for 2014 through 2024. 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.

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Appendix C: Data Tables

Average Calories Per Person Per Day (Average Per Capita Daily Calories)[1]														
Category	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2014-2025 Change**	**2024-2025 Change**
Total														
CSD	125.5	124.0	123.0	121.2	119.2	116.4	109.9	113.4	112.9	109.6	107.7	104.8	-20.6	-2.9
Juice	42.8	41.9	41.6	39.9	38.2	37.4	35.7	35.7	34.7	32.3	31.3	30.4	-12.4	-0.9
RTD Tea	10.8	11.2	11.4	11.5	11.5	11.1	10.7	11.4	11.2	11.0	10.9	10.8	0.0	-0.2
RTD Coffee	2.1	2.4	2.6	2.9	3.0	3.2	3.4	3.9	3.9	3.7	3.5	3.3	1.2	-0.2
Energy	6.2	6.6	6.9	7.1	7.2	6.8	6.8	7.5	7.7	7.9	7.3	7.2	1.0	-0.1
Value Added Water	0.7	0.6	0.6	0.6	0.6	0.5	0.5	0.6	0.6	0.6	0.7	0.7	0.0	0.0
Sports Drinks	9.5	10.0	10.3	10.0	10.1	9.4	9.1	9.6	10.3	9.8	9.4	9.3	-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	0.0
Total	**197.3**	**196.7**	**196.5**	**193.2**	**189.8**	**184.8**	**176.2**	**182.1**	**181.3**	**174.9**	**170.8**	**166.5**	**-30.9**	**-4.3**
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	104.7	-20.3	-2.9
Juice	37.8	36.8	36.7	35.3	33.8	33.2	31.7	32.1	31.1	29.0	28.1	27.6	-10.2	-0.5
RTD Tea	6.9	7.3	7.6	7.7	7.8	7.7	7.5	8.3	8.4	8.4	8.5	8.6	1.7	0.0
RTD Coffee	2.1	2.4	2.6	2.9	3.0	3.1	3.3	3.8	3.7	3.5	3.3	3.1	1.0	-0.2
Energy	5.9	6.4	6.7	6.9	7.0	6.6	6.6	7.3	7.4	7.4	6.8	6.6	0.6	-0.2
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	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	0.7	0.7	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	0.0
Subtotal	**177.7**	**176.5**	**176.4**	**173.7**	**170.8**	**166.6**	**158.7**	**165.0**	**163.7**	**158.2**	**154.9**	**151.2**	**-26.5**	**-3.7**
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	0.0	0.0	0.0	0.0	0.0
Juice	3.9	4.0	3.9	3.6	3.5	3.4	2.7	2.5	2.4	2.3	2.2	2.0	-1.9	-0.2
RTD Tea	3.5	3.5	3.4	3.4	3.3	3.1	2.9	2.8	2.6	2.4	2.3	2.1	-1.5	-0.2
RTD Coffee	0.0	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	0.0	0.1	0.1	0.0	0.1	0.0	0.0
Value Added Water	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.0
Sports Drinks	9.2	9.7	9.9	9.6	9.5	9.1	8.9	8.9	9.6	8.9	8.5	8.4	-0.8	-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	0.0
Subtotal	**17.0**	**17.5**	**17.5**	**16.9**	**16.5**	**15.9**	**14.7**	**14.4**	**14.8**	**13.8**	**13.2**	**12.8**	**-4.2**	**-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	0.1	0.1	0.1	0.0	0.0	-0.2	0.0
Juice	1.0	1.0	1.0	1.0	1.0	0.9	1.3	1.1	1.2	1.1	1.0	0.8	-0.2	-0.2
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	-0.2	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	0.1	0.0
Energy	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.4	0.3	0.1
Value Added Water	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	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	0.2	-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	0.0
Subtotal	**2.4**	**2.4**	**2.4**	**2.3**	**2.3**	**2.1**	**2.5**	**2.5**	**2.6**	**2.6**	**2.4**	**2.2**	**-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	-0.1	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	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	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	0.0
Energy	0.0	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
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	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	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	0.0
Subtotal	**0.2**	**0.2**	**0.2**	**0.2**	**0.2**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**	**0.1**	**0.0**
By Nielsen-Measured Channels and Non-Nielsen Channels														
Nielsen[2]	126.7	125.0	123.2	119.2	116.7	113.8	118.9	118.2	114.2	108.5	105.1	101.4	-25.2	-3.7
Non-Nielsen[3]	70.7	71.7	73.3	74.0	73.1	71.0	57.3	63.9	67.2	66.4	65.7	65.0	-5.6	-0.6

[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.

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Appendix C: Data Tables

Daily Volume Per Person, Ounces Per Person Per Day[1]														
Category	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2014-2025 Change**	**2024-2025 Change**
Total														
CSD	13.8	13.4	13.2	12.9	12.7	12.5	12.0	12.3	12.4	12.0	11.9	11.9	-1.9	-0.1
Juice	3.6	3.6	3.6	3.4	3.3	3.2	3.1	3.1	3.0	2.8	2.7	2.6	-1.0	-0.1
RTD Tea	1.7	1.8	1.8	1.8	1.8	1.8	1.7	1.8	1.8	1.7	1.7	1.6	-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	0.3	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	1.3	0.6	0.1
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	0.4	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	1.8	0.2	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	17.8	5.6	0.1
Total	**34.0**	**34.6**	**35.5**	**35.9**	**36.4**	**36.7**	**36.7**	**38.2**	**38.4**	**37.6**	**37.6**	**37.6**	**3.6**	**0.0**
Full-Calorie (More than 67 Calories per 8 oz.)														
CSD	9.9	9.8	9.7	9.6	9.4	9.2	8.8	9.0	9.0	8.7	8.6	8.3	-1.5	-0.2
Juice	2.8	2.7	2.7	2.6	2.5	2.4	2.3	2.4	2.3	2.1	2.1	2.0	-0.7	0.0
RTD Tea	0.7	0.7	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.2	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	0.2	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	0.5	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	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	0.1	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	0.0
Subtotal	**13.9**	**13.8**	**13.8**	**13.6**	**13.4**	**13.1**	**12.5**	**13.0**	**12.9**	**12.5**	**12.2**	**11.9**	**-1.9**	**-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	0.0
Juice	0.6	0.6	0.6	0.5	0.5	0.5	0.4	0.4	0.4	0.3	0.3	0.3	-0.3	0.0
RTD Tea	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.3	-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	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	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	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	1.2	-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	0.0
Subtotal	**2.5**	**2.6**	**2.6**	**2.5**	**2.5**	**2.4**	**2.2**	**2.2**	**2.2**	**2.1**	**2.0**	**1.9**	**-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	0.0	-0.1	0.0
Juice	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.2	0.2	0.2	-0.1	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	0.0
RTD Coffee	0.0	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	0.4	0.3	0.1
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	0.1	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	0.1	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	0.0
Subtotal	**0.8**	**0.7**	**0.7**	**0.7**	**0.7**	**0.6**	**0.7**	**0.7**	**0.8**	**0.9**	**0.9**	**0.9**	**0.2**	**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	3.5	-0.2	0.2
Juice	0.0	0.1	0.1	0.0	0.0	0.0	0.1	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	0.4	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	0.0	0.0	0.0	0.0	0.0
Energy	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.0
Value Added Water	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.1	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	0.3	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	17.8	5.6	0.1
Subtotal	**16.8**	**17.5**	**18.4**	**19.1**	**19.8**	**20.6**	**21.3**	**22.3**	**22.5**	**22.2**	**22.5**	**22.9**	**6.0**	**0.3**
By Nielsen-Measured Channels and Non-Nielsen Channels														
Nielsen[2]	21.6	21.9	22.3	22.4	22.6	22.8	24.1	24.7	24.4	23.8	23.7	23.5	1.9	-0.2
Non-Nielsen[3]	12.4	12.7	13.2	13.5	13.9	14.0	12.6	13.5	14.0	13.8	13.9	14.1	1.7	0.2

[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.

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Appendix C: Data Tables

Total LRB Volume Eight-Ounce Equivalent Servings, In Millions[1]														
Category	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2014-2025 Change**	**2024-2025 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	185,432	(14,585)	97
Juice	53,049	52,545	52,650	50,624	49,156	48,323	47,084	46,676	45,587	42,971	41,975	40,951	(12,098)	(1,024)
RTD Tea	25,350	26,343	27,234	27,533	27,459	26,953	26,059	27,390	26,916	26,105	25,767	25,351	0	(416)
RTD Coffee	1,924	2,230	2,515	2,836	3,086	3,290	3,717	4,491	4,595	4,470	4,366	4,342	2,418	(24)
Energy	9,249	10,068	10,553	10,942	11,881	12,909	13,234	14,857	16,370	17,805	18,093	19,843	10,595	1,750
Value Added Water	4,668	4,895	5,213	5,532	6,020	6,003	5,904	6,513	7,203	7,087	6,920	6,890	2,222	(30)
Sports Drinks	22,652	23,902	24,825	24,308	24,989	25,476	26,882	28,279	29,504	28,339	27,562	27,310	4,657	(253)
Water	177,517	191,580	207,284	220,446	232,256	241,544	251,561	263,916	266,488	266,626	273,581	276,907	99,390	3,326
Total	**494,426**	**508,034**	**524,716**	**533,898**	**545,412**	**552,848**	**555,370**	**579,055**	**584,945**	**578,157**	**583,599**	**587,025**	**92,599**	**3,426**
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	132,813	129,984	(13,585)	(2,829)
Juice	40,053	39,193	39,518	38,115	36,952	36,655	35,397	35,877	34,805	32,649	31,888	31,437	(8,616)	(451)
RTD Tea	9,713	10,594	11,178	11,333	11,486	11,533	11,285	12,440	12,521	12,619	12,866	12,956	3,243	90
RTD Coffee	1,844	2,082	2,317	2,511	2,648	2,763	2,993	3,384	3,358	3,186	3,007	2,826	982	(181)
Energy	6,247	6,767	7,153	7,245	7,454	7,085	7,152	7,981	8,120	8,234	7,634	7,456	1,209	(178)
Value Added Water	0	0	0	0	-	-	-	-	-	-	-	-	(0)	-
Sports Drinks	22	67	179	299	585	-	-	626	764	934	1,152	1,307	1,285	156
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**201,448**	**202,229**	**203,937**	**202,105**	**200,503**	**197,062**	**189,164**	**196,648**	**196,035**	**191,292**	**189,361**	**185,968**	**(15,481)**	**(3,393)**
Mid-Calorie (41-66 Calories per 8 oz.)														
CSD	8	7	7	7	7	2	1	0	-	-	-	-	(8)	-
Juice	8,369	8,657	8,398	7,922	7,662	7,475	6,080	5,722	5,539	5,215	5,194	4,921	(3,448)	(274)
RTD Tea	7,951	7,969	7,911	7,924	7,674	7,399	6,995	6,632	6,194	5,839	5,544	5,062	(2,889)	(483)
RTD Coffee	1	5	26	56	78	104	115	165	234	237	230	235	234	5
Energy	184	148	117	134	185	189	143	107	148	124	90	200	16	110
Value Added Water	572	498	397	376	350	269	256	242	255	234	234	325	(248)	91
Sports Drinks	20,002	21,252	22,069	21,489	21,242	20,519	20,111	20,032	21,623	20,261	19,674	19,462	(539)	(212)
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**37,086**	**38,537**	**38,925**	**37,908**	**37,198**	**35,957**	**33,700**	**32,900**	**33,993**	**31,912**	**30,966**	**30,204**	**(6,883)**	**(763)**
Low-Calorie (5-40 Calories per 8 oz.)														
CSD	1,206	985	823	585	490	373	297	262	172	162	143	122	(1,084)	(21)
Juice	3,992	3,929	3,951	3,888	3,880	3,517	4,701	4,066	4,147	3,822	3,482	3,147	(845)	(335)
RTD Tea	1,153	1,241	1,294	1,236	1,253	948	973	1,080	1,073	784	642	602	(552)	(41)
RTD Coffee	72	113	137	203	273	326	500	793	884	921	1,016	1,105	1,033	89
Energy	1,183	1,248	1,304	1,374	1,464	1,456	1,389	1,808	3,089	4,613	5,253	6,413	5,230	1,160
Value Added Water	1,702	1,615	1,604	1,517	1,527	1,515	1,392	1,521	1,677	1,766	1,874	1,852	150	(22)
Sports Drinks	1,617	1,530	1,496	1,391	1,556	1,428	1,388	1,727	1,569	1,881	1,414	1,196	(421)	(218)
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**10,925**	**10,661**	**10,609**	**10,193**	**10,443**	**9,563**	**10,640**	**11,257**	**12,610**	**13,950**	**13,825**	**14,438**	**3,512**	**613**
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	52,378	55,326	91	2,947
Juice	635	766	784	700	664	676	906	1,011	1,095	1,285	1,411	1,446	811	35
RTD Tea	6,533	6,538	6,851	7,039	7,046	7,072	6,806	7,238	7,128	6,864	6,714	6,731	199	17
RTD Coffee	8	29	34	66	87	96	110	148	119	125	112	176	168	63
Energy	1,634	1,905	1,979	2,190	2,779	4,179	4,549	4,962	5,013	4,834	5,116	5,774	4,140	658
Value Added Water	2,394	2,782	3,213	3,639	4,143	4,219	4,257	4,751	5,272	5,086	4,812	4,713	2,319	(99)
Sports Drinks	1,011	1,052	1,081	1,129	1,606	3,529	5,383	5,894	5,548	5,262	5,323	5,343	4,332	21
Water	177,517	191,580	207,284	220,446	232,256	241,544	251,561	263,916	266,488	266,626	273,581	276,907	99,390	3,326
Subtotal	**244,966**	**256,607**	**271,244**	**283,692**	**297,268**	**310,265**	**321,865**	**338,250**	**342,307**	**341,004**	**349,447**	**356,416**	**111,450**	**6,969**
By Nielsen-Measured Channels and Non-Nielsen Channels														
Nielsen[2]	313,661	320,765	329,104	332,045	336,979	341,854	363,394	375,326	371,228	364,665	366,550	365,911	52,250	(639)
Non-Nielsen[3]	180,765	187,269	195,612	201,853	208,433	210,994	191,976	203,728	213,717	213,491	217,049	221,114	40,349	4,065

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

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Appendix C: Data Tables

Share of LRB Volume by Beverage Category[1]														
Category	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2014-2025 Change**	**2024-2025 Change**
Total														
CSD	40%	39%	37%	36%	35%	34%	33%	32%	32%	32%	32%	32%	-9%	0%
Juice	11%	10%	10%	9%	9%	9%	8%	8%	8%	7%	7%	7%	-4%	0%
RTD Tea	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	4%	-1%	0%
RTD Coffee	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Energy	2%	2%	2%	2%	2%	2%	2%	3%	3%	3%	3%	3%	2%	0%
Value Added Water	1%	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%	5%	0%	0%
Water	36%	38%	40%	41%	43%	44%	45%	46%	46%	46%	47%	47%	11%	0%
Total	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Full-Calorie (More than 67 Calories per 8 oz.)														
CSD	29%	28%	27%	27%	26%	25%	24%	24%	23%	23%	23%	22%	-7%	-1%
Juice	8%	8%	8%	7%	7%	7%	6%	6%	6%	6%	5%	5%	-3%	0%
RTD Tea	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	0%
RTD Coffee	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%
Energy	1%	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%	0%
Sports Drinks	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%
Subtotal	**41%**	**40%**	**39%**	**38%**	**37%**	**36%**	**34%**	**34%**	**34%**	**33%**	**32%**	**32%**	**-9%**	**-1%**
Mid-Calorie (41-66 Calories per 8 oz.)														
CSD	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Juice	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-1%	0%
RTD Tea	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-1%	0%
RTD Coffee	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%
Value Added Water	0%	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%	3%	-1%	0%
Water	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Subtotal	**8%**	**8%**	**7%**	**7%**	**7%**	**7%**	**6%**	**6%**	**6%**	**6%**	**5%**	**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%	0%
Juice	1%	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%	0%
RTD Coffee	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%
Value Added Water	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%
Water	0%	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%**	**2%**	**0%**	**0%**
No-Calorie (Less than 5 calories per 8 oz.)														
CSD	11%	10%	10%	9%	9%	9%	9%	9%	9%	9%	9%	9%	-2%	0%
Juice	0%	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%	1%	0%	0%
RTD Coffee	0%	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%	1%	0%
Value Added Water	0%	1%	1%	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%	1%	0%
Water	36%	38%	40%	41%	43%	44%	45%	46%	46%	46%	47%	47%	11%	0%
Subtotal	**50%**	**51%**	**52%**	**53%**	**55%**	**56%**	**58%**	**58%**	**59%**	**59%**	**60%**	**61%**	**11%**	**1%**
By Nielsen-Measured Channels and Non-Nielsen Channels														
Nielsen[2]	63%	63%	63%	62%	62%	62%	65%	65%	63%	63%	63%	62%	-1%	0%
Non-Nielsen[3]	37%	37%	37%	38%	38%	38%	35%	35%	37%	37%	37%	38%	1%	0%

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

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Appendix C: Data Tables

Average Calories Per Eight-Ounce Serving[1]														
Category	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2014-2025 Change**	**2024-2025 Change**
Total														
CSD	73.0	74.0	75.0	75.3	74.9	74.4	73.7	73.6	73.1	72.9	72.1	70.5	-2.4	-1.6
Juice	93.8	93.6	93.7	93.8	93.2	93.4	92.0	92.8	92.8	92.4	92.5	92.6	-1.2	0.2
RTD Tea	49.3	49.8	49.7	49.7	50.2	49.7	49.7	50.3	50.9	51.9	52.7	53.0	3.7	0.3
RTD Coffee	125.4	125.6	122.4	123.0	117.3	115.7	112.5	106.2	103.7	102.6	99.1	94.0	-31.4	-5.1
Energy	77.7	77.2	78.0	76.9	73.0	63.6	62.2	61.5	57.4	54.3	49.8	45.1	-32.6	-4.7
Value Added Water	16.7	15.2	13.7	12.4	11.2	10.5	10.6	10.5	10.5	10.9	11.7	12.2	-4.5	0.5
Sports Drinks	48.5	48.9	49.1	49.2	48.3	44.4	41.2	41.0	42.4	42.4	42.5	42.6	-5.9	0.2
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	**46.4**	**45.4**	**44.4**	**43.1**	**41.7**	**40.3**	**38.5**	**38.1**	**37.8**	**37.2**	**36.3**	**35.4**	**-11.1**	**-0.9**
Full-Calorie (More than 67 Calories per 8 oz.)														
CSD	101.3	101.0	101.2	100.9	100.7	100.6	100.5	100.6	100.7	100.6	100.5	100.4	-0.9	0.0
Juice	109.8	110.3	110.2	110.2	109.5	109.0	108.7	108.4	108.9	109.1	109.3	109.4	-0.5	0.0
RTD Tea	82.5	80.8	80.7	81.0	81.8	80.4	80.3	80.9	81.7	81.9	82.0	82.4	-0.1	0.3
RTD Coffee	130.3	133.5	131.4	136.5	133.5	133.9	135.2	134.9	134.7	136.6	136.1	135.6	5.4	-0.5
Energy	110.7	111.1	111.8	112.8	112.5	111.8	111.2	110.7	110.5	111.0	110.5	110.2	-0.5	-0.3
Value Added Water	97.1	98.5	97.4	96.0	-	-	-	-	-	-	-	-	0.0	0.0
Sports Drinks	70.0	70.0	70.0	70.0	70.0	-	-	69.2	70.0	70.0	70.0	70.0	0.0	0.0
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**102.6**	**102.4**	**102.5**	**102.4**	**102.1**	**101.9**	**101.8**	**101.7**	**101.8**	**101.7**	**101.5**	**101.4**	**-1.2**	**-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	60.0	-	-	-	-	0.0	0.0
Juice	54.7	54.7	54.5	54.4	54.5	54.6	53.2	53.1	53.1	53.2	52.9	52.0	-2.7	-1.0
RTD Tea	51.8	51.7	51.6	51.3	51.4	51.2	50.7	50.5	50.4	50.5	50.7	50.9	-0.9	0.2
RTD Coffee	53.4	53.6	50.2	48.7	49.0	51.1	49.3	50.7	51.5	50.8	50.0	49.7	-3.7	-0.3
Energy	58.5	58.6	58.3	54.9	51.2	49.6	49.4	49.3	53.4	58.0	59.5	50.1	-8.4	-9.4
Value Added Water	47.3	47.3	47.3	47.1	47.0	46.7	46.4	46.0	45.8	45.6	45.4	44.6	-2.6	-0.8
Sports Drinks	53.3	53.3	53.3	53.3	53.3	53.6	53.7	53.9	53.9	54.0	53.9	53.9	0.6	0.0
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**53.2**	**53.2**	**53.2**	**53.1**	**53.1**	**53.2**	**52.9**	**53.0**	**53.1**	**53.1**	**53.1**	**52.9**	**-0.3**	**-0.2**
Low-Calorie (5-40 Calories per 8 oz.)														
CSD	24.6	26.3	30.7	33.2	35.0	35.5	36.6	35.6	38.9	38.0	37.7	39.0	14.4	1.3
Juice	30.2	30.5	30.4	30.3	30.1	30.0	33.8	34.0	34.4	34.2	34.1	31.4	1.2	-2.7
RTD Tea	32.1	33.2	33.7	34.1	34.3	34.4	33.6	33.1	32.7	32.8	32.3	31.9	-0.2	-0.4
RTD Coffee	14.4	14.7	14.1	15.8	16.6	16.5	15.6	14.5	13.5	11.9	11.4	11.5	-2.8	0.1
Energy	12.4	12.0	11.7	11.4	11.6	11.3	11.4	10.6	9.1	8.2	7.9	7.7	-4.7	-0.2
Value Added Water	29.2	30.5	30.9	30.8	30.4	30.3	33.0	34.2	34.9	35.1	35.1	35.3	6.1	0.2
Sports Drinks	19.8	20.7	20.7	20.9	20.9	20.8	20.5	20.4	20.4	22.3	20.9	20.0	0.2	-0.9
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**26.0**	**26.7**	**27.0**	**26.9**	**26.6**	**26.0**	**28.3**	**26.8**	**25.0**	**22.6**	**21.2**	**19.0**	**-7.0**	**-2.2**
No-Calorie (Less than 5 calories per 8 oz.)														
CSD	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	-0.1	0.0
Juice	0.8	1.1	1.1	1.4	0.8	0.8	0.6	0.6	0.6	0.7	0.8	1.0	0.3	0.3
RTD Tea	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.0
RTD Coffee	1.3	1.0	1.1	1.5	1.1	1.3	1.4	1.4	2.1	2.4	2.4	2.3	1.0	-0.1
Energy	0.7	0.8	0.9	0.8	0.7	0.8	1.1	1.3	1.3	1.6	2.0	2.2	1.5	0.2
Value Added Water	0.4	0.6	1.0	1.1	1.0	1.2	1.2	1.2	1.1	1.0	0.9	0.9	0.5	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	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	0.0
Subtotal	**0.1**	**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**
By Nielsen-Measured Channels and Non-Nielsen Channels														
Nielsen[2]	46.9	45.6	44.1	42.6	41.3	40.0	39.5	38.2	37.4	36.5	35.5	34.5	-12.4	-1.0
Non-Nielsen[3]	45.7	45.1	44.5	43.8	42.2	40.7	36.3	37.9	38.5	38.4	37.7	36.8	-8.8	-0.9

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

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Appendix C: Data Tables

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

Category	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2014-2025 Change	2024-2025 Change
Total														
CSD	13.3	13.4	13.5	13.5	13.5	13.5	13.4	13.4	13.3	13.2	13.2	13.1	-0.3	-0.1
Juice	9.7	9.9	10.0	10.1	10.1	10.1	10.1	9.9	10.0	10.1	10.2	10.2	0.5	0.0
RTD Tea	18.3	18.3	18.2	18.2	18.2	18.0	17.8	17.7	17.5	17.6	17.6	17.3	-1.0	-0.3
RTD Coffee	13.0	13.0	13.1	13.0	13.2	13.4	13.2	13.1	13.0	12.8	12.8	12.7	-0.3	-0.1
Energy	14.1	14.3	14.4	14.4	14.4	14.5	14.3	14.0	13.9	13.7	13.6	13.6	-0.5	-0.1
Value Added Water	18.1	18.0	18.5	18.7	18.9	18.7	18.5	18.2	18.2	18.2	18.1	17.7	-0.4	-0.4
Sports Drinks	23.0	22.5	22.2	21.9	21.8	21.6	20.6	20.1	19.2	18.9	18.6	18.6	-4.3	0.0
Water	17.0	16.9	16.9	16.7	16.7	16.7	16.6	16.7	16.7	16.7	16.6	16.6	-0.4	0.0
Total	**15.0**	**15.1**	**15.3**	**15.3**	**15.3**	**15.3**	**15.2**	**15.1**	**15.1**	**15.0**	**15.0**	**15.0**	**-0.1**	**-0.1**
Full-Calorie (More than 67 Calories per 8 oz.)														
CSD	13.3	13.4	13.5	13.5	13.5	13.5	13.3	13.3	13.2	13.2	13.1	13.1	-0.3	-0.1
Juice	10.2	10.6	10.8	11.2	11.0	11.3	11.2	11.0	10.9	11.0	11.0	11.0	0.7	-0.1
RTD Tea	17.9	17.8	17.7	17.5	17.5	17.2	17.1	17.0	16.9	17.0	17.1	16.9	-1.0	-0.2
RTD Coffee	13.2	13.1	13.2	13.2	13.4	13.5	13.3	13.3	13.1	12.9	13.0	12.9	-0.3	0.0
Energy	14.0	14.2	14.3	14.3	14.2	14.0	13.8	13.5	13.4	13.4	13.4	13.4	-0.6	0.0
Value Added Water	19.2	19.1	17.3	17.4	18.1	18.1	18.4	18.2	18.0	18.1	18.4	18.5	-0.6	0.1
Sports Drinks	17.6	18.5	18.9	21.2	21.7	22.1	21.4	20.6	20.4	21.1	20.0	19.6	2.0	-0.4
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**13.0**	**13.2**	**13.3**	**13.3**	**13.3**	**13.3**	**13.2**	**13.1**	**13.0**	**13.0**	**13.0**	**12.9**	**-0.1**	**-0.1**
Mid-Calorie (41-66 Calories per 8 oz.)														
CSD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Juice	8.4	8.7	9.0	8.4	8.2	8.2	8.2	8.1	8.3	8.4	8.5	8.6	0.2	0.1
RTD Tea	19.2	19.0	18.8	19.4	19.6	19.6	19.3	19.1	18.8	19.1	18.9	18.6	-0.6	-0.3
RTD Coffee	17.8	17.0	15.7	12.4	12.2	12.9	12.3	11.3	11.5	11.7	11.5	11.1	-6.7	-0.4
Energy	14.0	14.4	14.2	14.7	15.4	16.1	16.8	15.4	15.2	14.1	13.4	12.3	-1.6	-1.1
Value Added Water	19.6	19.7	19.4	19.3	19.3	19.2	18.1	17.3	17.0	16.7	16.8	15.5	-4.1	-1.3
Sports Drinks	23.0	22.6	22.3	22.1	21.8	21.6	20.6	20.1	19.3	18.9	18.7	18.7	-4.4	0.0
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**17.6**	**17.7**	**17.8**	**17.4**	**17.2**	**16.9**	**16.3**	**16.0**	**15.8**	**15.5**	**15.4**	**15.3**	**-2.3**	**0.0**
Low-Calorie (5-40 Calories per 8 oz.)														
CSD	13.3	12.9	13.1	13.1	13.5	13.5	12.1	10.8	11.1	11.5	11.7	11.6	-1.8	-0.2
Juice	9.2	9.0	8.9	9.0	9.2	8.8	8.8	8.4	8.7	8.8	9.0	9.1	-0.1	0.1
RTD Tea	16.5	16.8	17.5	17.2	16.8	16.5	16.5	16.4	16.3	16.2	16.3	16.0	-0.5	-0.3
RTD Coffee	10.7	11.4	11.8	10.7	12.3	12.7	10.1	11.7	12.9	12.0	12.0	9.7	-1.0	-2.2
Energy	13.5	13.7	13.5	13.5	13.5	13.4	13.3	13.2	12.8	12.4	12.3	12.1	-1.3	-0.1
Value Added Water	9.8	10.2	12.1	13.4	13.5	13.3	13.4	12.5	12.7	13.5	14.0	14.0	4.2	0.0
Sports Drinks	18.3	18.0	17.5	16.4	16.9	17.0	17.1	17.5	17.5	17.8	17.4	17.4	-1.0	0.0
Water	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	**13.2**	**12.9**	**13.0**	**12.8**	**12.9**	**12.3**	**12.2**	**12.0**	**12.2**	**12.3**	**12.3**	**12.2**	**-1.0**	**-0.1**
No-Calorie (Less than 5 calories per 8 oz.)														
CSD	13.3	13.4	13.5	13.5	13.6	13.6	13.6	13.6	13.4	13.4	13.3	13.2	-0.1	-0.1
Juice	15.9	14.6	14.3	14.4	14.8	15.0	14.8	14.7	14.9	14.6	14.6	14.2	-1.8	-0.4
RTD Tea	15.7	15.8	15.8	15.8	15.8	15.8	17.0	17.2	17.1	17.0	17.0	16.9	1.2	-0.1
RTD Coffee	3.5	9.5	9.5	10.1	9.6	9.6	9.6	9.6	9.2	8.6	8.9	10.2	6.6	1.3
Energy	13.4	13.3	13.5	13.4	13.5	13.6	13.8	15.2	15.2	15.1	15.1	15.0	1.7	0.0
Value Added Water	21.1	20.1	20.3	20.2	20.4	20.3	20.1	19.7	19.9	19.6	19.5	19.1	-2.0	-0.4
Sports Drinks	26.3	25.9	25.7	25.7	25.4	22.8	21.0	20.5	19.4	19.0	18.7	18.7	-7.6	0.0
Water	17.0	16.9	16.9	16.7	16.7	16.7	16.6	16.7	16.7	16.7	16.6	16.6	-0.4	0.0
Subtotal	**16.3**	**16.3**	**16.3**	**16.3**	**16.3**	**16.3**	**16.3**	**16.3**	**16.2**	**16.2**	**16.2**	**16.1**	**-0.2**	**-0.1**
By Nielsen-Measured Channels and Non-Nielsen Channels														
Nielsen[2]	*DrinkTell does not report container size information, thus all container size information reported above is reflective of beverages sold in Nielsen-measured channels.*													
Non-Nielsen[3]														

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

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