

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The carbonated soft drink market is continuing to decline as consumers are driven away by artificial sweeteners, high sugar content, and other ingredient concerns. The CSD category is an easy target as other beverages innovate and entice consumers away from sodas.”
– Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Are consumers drinking other beverages to replace CSDs?
- Is ingredient transparency drawing too much negative attention to CSDs?
- Soda Tax

Although the carbonated soft drink category's household penetration rate remains high at 91.4%—only a slight drop from last year's 92.2%, according to Information Resources Inc. Builders Panel data—consumers are continuing to drink less CSDs. Category sales experienced consistent declines beginning in 2012, decreasing 2.4% from 2012 to 2013. Sales are estimated to continue to decrease in 2014 another 2.9% to \$41.1 billion, according to Mintel research. Consumer's attention to health and other beverage categories is driving cutbacks, particularly in the diet soft drink segment, which experienced a 13.3% decline in dollar sales from 2012-14. Only the seltzer, tonic, and club soda segment saw growth, likely benefiting from the popularity of sparkling and bottled waters.

Manufacturers are innovating with flavors, packaging, and natural sweeteners to hold consumer's interest, while connecting their brands with better lifestyles outside of health benefits. However, the industry is forecast to continue to decline through 2019 and more engagement and positive perceptions are needed to hold the interests of today's consumers.

This report builds on the analysis presented in Mintel's *Carbonated Soft Drinks—US, June 2013* as well as similar reports from June 2013, February 2012, August 2010, June 2009, February 2003, May 2008, April 2007, and March 2006.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

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

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Executive Summary

The market

Figure 1: Total US sales and fan chart forecast of market, at current prices, 2009-19

Key players

Figure 2: MULO sales of carbonated soft drinks, by leading companies, rolling 52-weeks 2014

Regular soft drinks most popular with respondents

Figure 3: Purchasing habits for carbonated soft drinks – Any purchase, by gender, April 2014

Brand, price most important when shopping for CSDs

Figure 4: Carbonated soft drink purchasing attributes, by age, April 2014

Flavor top reason for CSD consumption

Figure 5: Reasons for purchasing carbonated soft drinks, by age, April 2014

Drinking other beverages top reason for not consuming CSDs

Figure 6: Reasons for not purchasing carbonated soft drinks, April 2014

Afternoons, evening most popular time to consume CSDs

Figure 7: Time of day for carbonated soft drink consumption, April 2014

Lunch, dinner most popular meal occasions for CSD consumption

Figure 8: Occasions for carbonated soft drink consumption, April 2014

CSD consumption at-home preferred

Figure 9: Locations for carbonated soft drink consumption, April 2014

What we think

Issues and Insights

Are consumers drinking other beverages to replace CSDs?

Facts

Insight: Increase usage by mimicking other categories

Is ingredient transparency drawing too much negative attention to CSDs?

Facts

Insight: Natural interests increasing

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Soda Tax

Facts

Insight: "Accentuate the negative"

Trend Applications

Trend: Accentuate The Negative

Figure 10: Coca-Cola Advert, Grandpa—Living a Healthy Lifestyle, August 12, 2013

Figure 11: Coca-Cola, David CorreyThe World is Ours, September 11, 2013

Market Size and Forecast

Key points

Carbonated soft drink sales decline forecast to continue

Sales and forecast of carbonated soft drink market

Figure 12: Total US retail sales of carbonated soft drinks, at current prices, 2009-19

Figure 13: Total US retail sales of carbonated soft drinks, at inflation-adjusted prices, 2009-19

Fan chart forecast

Figure 14: Total US sales and fan chart forecast of market, at current prices, 2009-19

Market Drivers

Key points

Obesity concerns affect CSD consumption

Children in the household declining

Figure 15: US households, by presence of own children, 2003-13

Soda tax idea expands

Media focus on CSD category altering consumer perceptions

Competitive Context

Competition with other beverages

Figure 16: Frequency of non-alcoholic beverage consumption—Any consumption, November 2013

Figure 17: Percentage of new non-alcoholic beverage launches/new formulations, by sweetener, 2009-13

Segment Performance

Key points

Regular soft drinks see declines as diet drinks suffer

Sales of carbonated soft drink market, by segment

Figure 18: Total US retail sales of packaged carbonated soft drinks, by segment, at current prices, 2011 and 2013

Segment Performance—Regular Soft Drinks

Key points

Continued declines forecast for regular soft drink market

Sales and forecast of regular soft drinks

Figure 19: Total US retail sales of regular soft drinks, at current prices, 2009-19

Household regular CSD consumption declines

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 20: Household volume consumption of carbonated cola drinks (non-diet), November 2008-December 2013

Figure 21: Household volume consumption of other carbonated non-cola drinks (non-diet), November 2008-December 2013

Teen consumption declined in recent years, but steady from 2011-13

Figure 22: Teen volume consumption of carbonated cola drinks (non-diet), November 2008-December 2013

Figure 23: Teen volume consumption of other carbonated non-cola drinks (non-diet), November 2008-December 2013

Children aged 6-11 drinking less regular soft drinks

Figure 24: Kid volume consumption of regular cola drinks, November 2008-December 2013

Figure 25: Kid volume consumption of other soft drinks/soda pop, November 2008-December 2013

Segment Performance—Diet Soft Drinks

Key points

Diet soft drink segment continues to suffer

Sales and forecast of diet soft drinks

Figure 26: Total US retail sales of diet soft drinks, at current prices, 2009-19

Household consumption of diet soft drinks decreases

Figure 27: Household volume consumption of diet or sugar-free carbonated cola soft drinks, November 2008-December 2013

Figure 28: Household volume consumption of diet or sugar-free carbonated non-cola soft drinks, November 2008-December 2013

Teen diet cola consumption sees slight increases

Figure 29: Teen volume consumption of diet or sugar-free carbonated cola soft drinks, November 2008-December 2013

Figure 30: Teen volume consumption of diet or sugar-free carbonated non-cola soft drinks, November 2008-December 2013

Segment Performance—Seltzer/Tonic Water/Club Soda

Key points

Seltzer/tonic water/club soda segment sees growth

Sales and forecast of seltzer/tonic water/club soda

Figure 31: Total US retail sales of seltzer/tonic water/club soda, at current prices, 2009-19

Retail Channels

Key points

Other retail channel leads in CSD sales, drug stores only channel to see growth

Figure 32: Total US retail sales of carbonated soft drinks, by channel, 2012 and 2014

Figure 33: Total US retail sales of carbonated soft drinks, by channel, 2009-14

Natural Channels

Figure 34: Natural supermarket sales of carbonated beverages, at current prices, 2011-13*

Figure 35: Natural supermarket sales of carbonated beverages, by type of sweetener, 2011 and 2013*

Figure 36: Natural supermarket sales of carbonated beverages, by organic content, 2011 and 2013*

Leading Companies

Key points

Coca-Cola remains category leader, sees sales declines

PepsiCo is second in category, experiences largest declines

DPSG sees sales drop as it maintains its third place in leading companies

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Private label continues to suffer as sales, market share decline

Manufacturer sales of market

Figure 37: MULO sales of carbonated soft drinks, by leading companies, rolling 52-weeks 2013 and 2014

Brand Share—Regular Soft Drinks

Key points

Coca-Cola leads regular soft drink segment

PepsiCo sees slight declines

Figure 38: Mountain Dew, Baja Blast, May 2014, 2014

DPSG sales remain flat

Private label struggles most in regular soft drink segment

Manufacturer sales of regular soft drink segment

Figure 39: MULO sales of regular soft drinks, by leading companies, rolling 52 weeks 2013 and 2014

Dr Pepper Snapple Group highest household penetration, PepsiCo most loyal

Figure 40: Key purchase measures for the top regular carbonated soft drink brands, by household penetration, 52-weeks ending Feb. 24, 2013 (year ago) and Feb. 23, 2014 (current)

Consumption of regular soft drinks, by brand

Figure 41: Household volume consumption of carbonated cola drinks (non-diet), by age, November 2012-December 2013

Figure 42: Household volume consumption of other carbonated non-cola drinks (non-diet), by age, November 2012-December 2013

Brand Share—Diet Soft Drinks

Key points

Coca-Cola leads diet CSD segment, launches mid-calorie entry

PepsiCo experiences sales declines

DPSG expands low-calorie portfolio, sales fall flat

Sales fall for diet CSDs segment overall, private label sees sharpest decline

Manufacturer sales of diet soft drink segment

Figure 43: MULO sales of diet soft drinks, by leading companies, rolling 52-weeks 2013 and 2014

Growth seen on DPSG household penetration, Coca-Cola brand loyalty

Figure 44: Key purchase measures for the low calorie carbonated soft drink brands, by household penetration, 52-weeks ending February 24, 2013 (year ago) and February 23, 2014 (current)

Diet Coke most consumed diet CSD

Figure 45: Household volume consumption of diet or sugar-free carbonated cola soft drinks, by age, November 2012-December 2013

Figure 46: Household volume consumption of diet or sugar-free carbonated non-cola soft drinks, by age, November 2012-December 2013

Brand Share—Seltzer/Tonic Water/Club Soda

Key points

Segment benefits from success of bottled water category, consumer focus on health

Manufacturer sales of the seltzer/tonic water/club soda segment

Figure 47: MULO sales of seltzers/tonic water/club soda, by leading companies, rolling 52-weeks 2013 and 2014

Innovations and Innovators

Innovative flavors

The changing face of bottles and cans

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Natural and functional

Marketing Strategies

Overview of the brand landscape

Theme: Reality Advertising and Disrupting Public Spaces

Mountain Dew Kickstart

Figure 48: Mountain Dew, Get a Visit from Kicks the Koala, March 26, 2014

Sprite Refresher

Figure 49: Sprite Zero, Refresher, May 2, 2014

Pepsi #Halftime Vending Machine

Figure 50: Pepsi, Pepsi#Halftime: Vending Machine, 2014

Theme: Soft drinks and celebrity

Dr Pepper's "/1"

Figure 51: Dr Pepper, /1 Macklemore & Ryan Lewis, January 20, 2014

Lebron James' Sprite 6 Mix

Figure 52: Sprite 6 Mix, #ChangeTheGame with Lebron James and Sprite 6 Mix, 2014

Taylor Swift's Relatability

Figure 53: Diet Coke, Diet Coke, You're On, 2014

Theme: Marketing to Men

This is How We Dew

Figure 54: Mtn Dew, Living Portraits, 2014

Dr Pepper TEN Bold Country

Figure 55: Dr Pepper TEN, Dr Pepper TEN Bold Country, 2014

Theme: Soda as an ethical purchase

Coca-Cola's America is Beautiful

Figure 56: Coca-Cola, America the Beautiful, 2014

7Up's Project7

Figure 57: Project7Videos, 7UP/Project7-Make Your Bottle Count, Jan. 11, 2014

Coca-Cola's Happiness Arcade

Figure 58: Coca-Cola, Happiness Arcade, 2014

Social Media—Carbonated Soft Drinks

Key points

Market overview

Key social media metrics

Figure 59: Key social media metrics, May 2014

Brand usage and awareness

Figure 60: Brand usage and awareness for selected carbonated soft drink brands, April 2014

Interactions with carbonated soft drinks brands

Figure 61: interactions with selected carbonated soft drinks brands, April 2014

Leading online campaigns

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sports partnerships

Encouraging an active lifestyle

Marketing to men

What we think

Online conversations

Figure 62: Online conversations for selected carbonated soft drinks, by day, May 23, 2013-May 22, 2014

Where are people talking about carbonated soft drinks brands?

Figure 63: Online conversations for selected carbonated soft drinks, by page type, May 1, 2013-April 30, 2014

What are people talking about?

Figure 64: Topics of conversation around selected carbonated soft drinks brands, May 1, 2013-April 30, 2014

Consumer Purchasing Habits of Carbonated Soft Drinks

Key points

Men most likely to purchase CSDs

Figure 65: Purchasing habits for carbonated soft drinks – Any purchase, by gender, April 2014

Millennial, young Generation X respondents most likely to purchase CSDs

Figure 66: Purchasing habits for carbonated soft drinks – Any purchase, by age, April 2014

Figure 67: Purchasing habits for carbonated soft drinks – More, by age, April 2014

Figure 68: Purchasing habits for carbonated soft drinks – More, by age and household income, April 2014

Households with children significantly more likely to buy CSDs

Figure 69: Purchasing habits for carbonated soft drinks – Any purchase, by presence of children in household, April 2014

Figure 70: Purchasing habits for carbonated soft drinks – More, by presence of children in household, April 2014

Hispanics high CSD users, most likely to be interested in natural offerings

Figure 71: Purchasing habits for carbonated soft drinks – Any purchase, by race and Hispanic origin, April 2014

Figure 72: Purchasing habits for carbonated soft drinks – More, by race and Hispanic origin, April 2014

Carbonated Soft Drink Product Attributes

Key points

Name brands, multi-packs, in-store promotions preferred by older consumers

Figure 73: Carbonated soft drink purchasing attributes, by age, April 2014

Whites most likely to look for promotions, preferred flavors

Figure 74: Carbonated soft drink purchasing attributes, by race and Hispanic origin, April 2014

Time of Day CSD Usage

Key points

Afternoon CSD consumption most popular with respondents

Figure 75: Time of day for carbonated soft drink consumption, April 2014

Hispanics most likely to consume CSDs in the morning

Figure 76: Time of day for carbonated soft drink consumption – Morning, by race and Hispanic origin, April 2014

In the afternoon, younger consumers prefer regular, older prefer diet

Figure 77: Time of day for carbonated soft drink consumption – Afternoon, by age, April 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Whites most likely to consume diet CSDs in the afternoon

Figure 78: Time of day for carbonated soft drink consumption – Afternoon, by race and Hispanic origin, April 2014

Blacks, Hispanics slightly increase evening CSD consumption

Figure 79: Time of day for carbonated soft drink consumption – Evening, by race and Hispanic origin, April 2014

Meal Occasion CSD Usage

Key points

Lunch most popular meal occasion

Figure 80: Occasions for carbonated soft drink consumption, April 2014

CSD meal occasion consumption driven by younger consumers

Figure 81: Occasions for carbonated soft drink consumption, by age, April 2014

CSD Usage by Location

Key points

At-home top CSD consumption location

Figure 82: Locations for carbonated soft drink consumption, April 2014

Younger respondents drink regular, older respondents drink diet at-home

Figure 83: Locations for carbonated soft drink consumption – At-home, by age, April 2014

Figure 84: Locations for carbonated soft drink consumption – When eating at a restaurant (including fountain drinks), by age, April 2014

Younger consumers dominate CSD usage on-the-go, at school or work

Figure 85: Locations for carbonated soft drink consumption – On-the-go (eg running errands, shopping, driving), by age, April 2014

Figure 86: Locations for carbonated soft drink consumption – At work/school, by age, April 2014

Reasons for Purchasing Carbonated Soft Drinks

Key points

Flavor top reasons for CSD consumption

Figure 87: Reasons for purchasing carbonated soft drinks, by age, April 2014

Hispanics most likely to drink CSDs for energy

Figure 88: Reasons for purchasing carbonated soft drinks, by race and Hispanic origin, April 2014

Reasons for Not Purchasing Carbonated Soft Drinks

Key points

Other beverage consumption top reason for not purchasing CSDs

Figure 89: Reasons for not purchasing carbonated soft drinks, April 2014

Women lower CSD users than men

Figure 90: Purchasing habits for carbonated soft drinks – Low user, by gender, April 2014

Older consumers lowest users of most CSDs; more than half of all are decreasing diet purchases

Figure 91: Purchasing habits for carbonated soft drinks – Low user, by age, April 2014

Households without children are lower CSD users than those with children

Figure 92: Purchasing habits for carbonated soft drinks – Low user, by presence of children in household, April 2014

Attitudes Toward Carbonated Soft Drink Varieties

Key points

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Opportunities in natural sweeteners, ingredients for young consumers

Figure 93: Attitudes toward carbonated soft drink varieties – Any agree, by age, April 2014

Households with children most likely to prefer natural sweeteners, see benefits of low- or mid-calorie CSDs

Figure 94: Attitudes toward carbonated soft drink varieties – Any agree, by presence of children in household, April 2014

Hispanics, other races hold strongest opinions regarding sweeteners in CSDs

Figure 95: Attitudes toward carbonated soft drink varieties – Any agree, by race and Hispanic origin, April 2014

Attitudes and Behaviors Toward Competition, Innovation

Key points

Natural soft drinks have potential with older consumers, new flavors offer ties into functionality

Figure 96: Attitudes and behaviors toward carbonated soft drinks, by age, April 2014

Appendix: Other Useful Consumer Tables

Figure 97: Purchasing habits for carbonated soft drinks – Any purchase, by generation, April 2014

Figure 98: Purchasing habits for carbonated soft drinks – More, by generation, April 2014

Figure 99: Purchasing habits for carbonated soft drinks – More, by gender, April 2014

Figure 100: Purchasing habits for carbonated soft drinks – Any purchase, by gender, April 2014

Figure 101: Purchasing habits for carbonated soft drinks – Any purchase, by age, April 2014

Figure 102: Purchasing habits for carbonated soft drinks – More, by age, April 2014

Figure 103: Purchasing habits for carbonated soft drinks – More, by age and household income, April 2014

Figure 104: Purchasing habits for carbonated soft drinks – More, by presence of children in household, April 2014

Figure 105: Purchasing habits for carbonated soft drinks – Any purchase, by presence of children in household, April 2014

Figure 106: Purchasing habits for carbonated soft drinks – Any purchase, by race and Hispanic origin, April 2014

Figure 107: Purchasing habits for carbonated soft drinks – More, by race and Hispanic origin, April 2014

Figure 108: Carbonated soft drink purchasing attributes, by presence of children in household, April 2014

Figure 109: Carbonated soft drink purchasing attributes, by generation, April 2014

Figure 110: Time of day for carbonated soft drink consumption – Morning, by gender, April 2014

Figure 111: Time of day for carbonated soft drink consumption – Morning, by age, April 2014

Figure 112: Time of day for carbonated soft drink consumption – Evening, by age, April 2014

Figure 113: Occasions for carbonated soft drink consumption – With lunch, by race and Hispanic origin, April 2014

Figure 114: Occasions for carbonated soft drink consumption – With dinner, by gender, April 2014

Figure 115: Occasions for carbonated soft drink consumption – As a snack on its own, by age, April 2014

Figure 116: Occasions for carbonated soft drink consumption – With lunch, by age, April 2014

Figure 117: Occasions for carbonated soft drink consumption – As a treat, by age, April 2014

Figure 118: Occasions for carbonated soft drink consumption – With dinner, by age, April 2014

Figure 119: Occasions for carbonated soft drink consumption – With a snack, by age, April 2014

Figure 120: Occasions for carbonated soft drink consumption – With dinner, by race and Hispanic origin, April 2014

Figure 121: Occasions for carbonated soft drink consumption – With a snack, by race and Hispanic origin, April 2014

Figure 122: Reasons for purchasing carbonated soft drinks, by generation, April 2014

Figure 123: Attitudes toward carbonated soft drink varieties, April 2014

Figure 124: Attitudes toward carbonated soft drink varieties – Any agree, by gender, April 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 125: Attitudes toward carbonated soft drink varieties – Any agree, by generation, April 2014

Figure 126: Attitudes and behaviors toward carbonated soft drinks, by generation, April 2014

Figure 127: Attitudes and behaviors toward carbonated soft drinks, by race and Hispanic origin, April 2014

Appendix: Social Media—Carbonated Soft Drinks

Brand usage or awareness

Figure 128: Brand usage or awareness, April 2014

Figure 129: Coca-Cola usage or awareness, by demographics, April 2014

Figure 130: Diet Pepsi usage or awareness, by demographics, April 2014

Figure 131: Sprite usage or awareness, by demographics, April 2014

Figure 132: Fanta usage or awareness, by demographics, April 2014

Figure 133: Mountain Dew usage or awareness, by demographics, April 2014

Figure 134: Dr Pepper Ten usage or awareness, by demographics, April 2014

Activities done

Figure 135: Activities done, April 2014

Figure 136: Coca-Cola – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 137: Coca-Cola – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 138: Coca-Cola – Activities done – I follow/like the brand on social media because, by demographics, April 2014

Figure 139: Coca-Cola – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 140: Diet Pepsi – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 141: Diet Pepsi – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 142: Sprite – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 143: Sprite – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 144: Sprite – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 145: Fanta – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 146: Fanta – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 147: Fanta – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 148: Mountain Dew – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 149: Mountain Dew – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, April 2014

Figure 150: Mountain Dew – Activities done – I have researched the brand on social media to, by demographics, April 2014

Figure 151: Dr Pepper Ten – Activities done – I have looked up/talked about this brand online on social media, by demographics, April 2014

Figure 152: Dr Pepper Ten – Activities done – I have researched the brand on social media to, by demographics, April 2014

Key social media metrics

Figure 153: Key social media metrics – Coca-Cola, May 2014

Figure 154: Key social media metrics – Sprite, May 2014

Figure 155: Key social media metrics – Mountain Dew, May 2014

Figure 156: Key social media metrics – Fanta, May 2014

Figure 157: Key social media metrics – Diet Pepsi, May 2014

Figure 158: Key social media metrics – Dr Pepper TEN, May 2014

Online conversations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Carbonated Soft Drinks - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 159: Online conversations for selected carbonated soft drinks, by day, May 23, 2013-May 22, 2014

Figure 160: Online conversations for selected carbonated soft drinks, by page type, May 1, 2013-April 30, 2014

Figure 161: Topics of conversation around selected carbonated soft drinks brands, May 1, 2013-April 30, 2014

Appendix: Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

Appendix: Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com