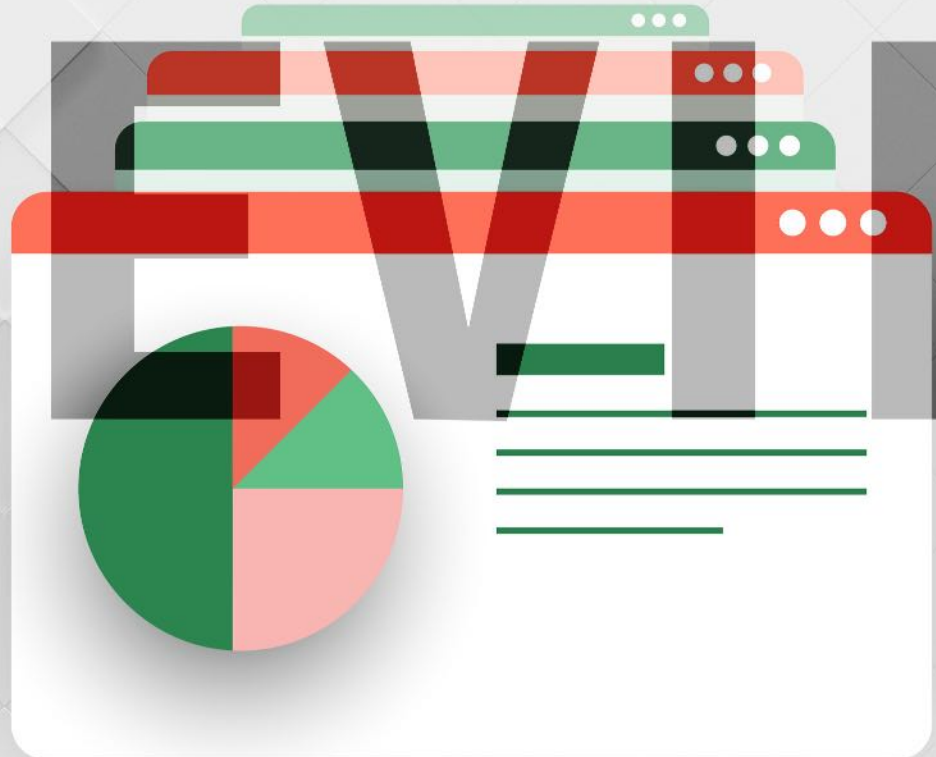


# THE BEVERAGE DIGEST **FACT BOOK**

A STATISTICAL YEARBOOK OF THE NON-ALCOHOLIC BEVERAGE INDUSTRY IN 2025

# PREVIEW



**BEVERAGE  
DIGEST**

**31<sup>ST</sup> EDITION  
APRIL 2026**

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# Welcome to the Fact Book.

This book is a compendium of facts and figures for the US non-alcoholic beverage industry in 2025 covering all channels, from retail stores to restaurant fountain dispensers.

Our Excel “Datasheets” provide granular all-channel data.

The Fact Book 31st Edition includes a set of five ready-to-go visuals for use in presentations or reports. The slides highlight key rankings and data points from The Fact Book 31st Edition. Fact Book licensees are authorized to use these slides in the format provided with the included attribution to Beverage Digest.

This year’s book includes an “Inflation Analysis” that highlights beverage company actions in response to higher production and supply chain costs.

We incorporate new information and refine our historical data annually. As a result, this edition of the Fact Book may not be comparable to previous versions.

Thank you and enjoy the book.

– The Beverage Digest Team

# BEVERAGE DIGEST

PREMIUM INSIGHT,  
ANALYSIS, AND DATA

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**INTRODUCTION**

**INDUSTRY RESULTS**

**ANALYSIS BY COMPANY**

**ANALYSIS BY CATEGORY**

# What Is the Fact Book?

**The Beverage Digest Fact Book is a statistical roadmap to the US liquid refreshment beverage industry.**

This PDF report is a compendium of facts, figures, charts and tables that aggregate the year's most important data points. Our Datasheets (included with your purchase) offer brand-level volume analysis from 1985 to 2025.

This 31st edition includes 51 charts and tables, as well as two pages of Inflation analysis. The book is divided into three sections:

- 1. Industry Results:** Aggregate statistics for LRB performance in 2025 (including any relevant historical data), as well as consumption trends.
- 2. Analysis by Company:** A closer look at corporate-level sales performance in 2025.
- 3. Analysis by Category:** CSD, Energy, Sports Drinks, Tea, Coffee, Juice, and Bottled Water.

## How We Define the Industry

**LRB:** Liquid Refreshment Beverages. Includes ready-to-drink, non-alcoholic packaged beverages sold in the USA. Covers products sold through bottlers, warehouse distribution systems, and foodservice distribution. Includes products that are stored, transported, and merchandised both at ambient and below-ambient (chilled) temperatures.

### LRB Categories:

**Carbonated Soft Drinks (CSD):** Carbonated, flavored, and usually sweetened beverages. Also known as soda.

**Energy:** Beverages, usually carbonated, that are formulated and/or marketed as having an energy-boosting functional ingredient such as caffeine.

**Sports Drinks:** Non-carbonated, flavored beverages marketed as having an electrolyte-replenishing functional component.

**Juice and Juice Drinks:** 100% juice or flavored juice drinks.\*

**Tea:** Non-carbonated, flavored beverages derived from tea leaves and packaged for ready-to-drink consumption.\*

**Coffee:** Coffee or coffee-flavored beverages packaged for ready-to-drink consumption.\*

**Bottled Water:** Plain or lightly flavored water beverages sold in single-serve packages or case packs, including flat and sparkling varieties.

**Other:** Liquid refreshment beverages that do not fit into the aforementioned traditional categories or that BD hasn't assigned to one of those named categories.

**Non-Carbonated Beverages (NCB):** Aggregate of Sports, Juice, Tea, and Coffee.

**Cases:** 192-oz cases. This derives from the historic use of wooden cases packed with 24 8-oz glass bottles. It is the industry standard equalized measurement.

**\* Note:** For the Juice, Tea, and Coffee categories, data since 2020 are not comparable to previous years when Fact Book measured only volume delivered by the major soft drink bottling systems.

**Brand vs. Trademark vs. Company:**

A brand is an individual product.

A trademark is a collection of brands that share a common name, design, and identity. A trademark could include multiple categories. For example, "Trademark Arizona" includes Arizona Juice and Arizona Tea.

A company is a producer and marketer of brands and/or trademarks.

*Example:* "Trademark Mountain Dew" includes Mountain Dew, Mountain Dew Kickstart, among others. It constitutes any beverage with the "Mountain Dew" name and/or logo on the package.

In this book, we would not consider "Mountain Dew Kickstart" to be a part of "Brand Mountain Dew." Instead, we would track it as "Brand Mountain Dew Kickstart." Brand Mountain Dew Kickstart and Brand Mountain Dew both contribute to the volume total for Trademark Mountain Dew.

Every Brand in the Fact Book is associated with a single Trademark, and every Trademark is associated with a single Company. [Contact us](#) with categorization questions and/or comments.

**Category vs. Subcategory:**

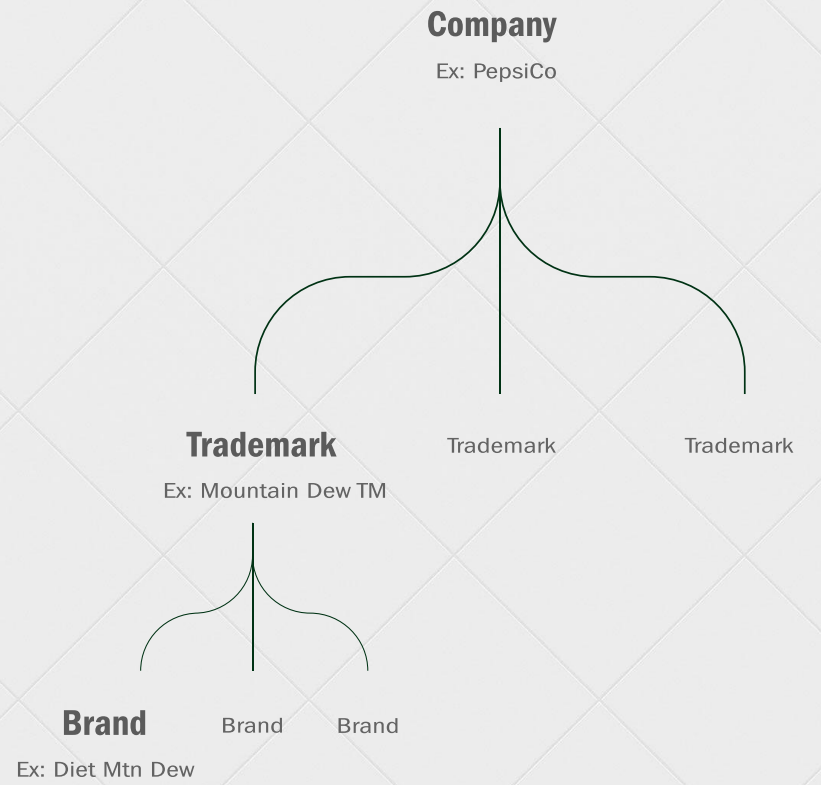
Some categories include more specific subcategories, sometimes referred to as "segments" (see graphic on following page):

CSD: Cola, Citrus, Lemon-Lime, Pepper, Orange, Root Beer, Ginger Ale, Multi, Other.

Energy: Traditional, Coffee, Juice.

Water: Still Plain, Still Flavored, Sparkling Plain, Sparkling Flavored.

Primary Category	Subcategory		
<b>Carbonated Soft Drinks</b>	Cola Citrus Lemon-Lime	Pepper Orange Root Beer	Multi Ginger Ale Other
<b>Energy Drinks</b>	Traditional	Coffee	Juice
<b>Sports Drinks</b>	None Specified		
<b>Ready-To-Drink Tea</b>	None Specified		
<b>Juice and Juice Drinks</b>	Shelf-Stable	Chilled	
<b>Ready-To-Drink Coffee</b>	None Specified		
<b>Bottled Water</b>	Still Plain Still Flavored	Sparkling Plain Sparkling Flavored	



## Methodology

Our “all-channel” industry view captures all points of sale, including soda fountains, vending, bodegas and stadiums.

To build this all-channel data model, we obtain data directly from brand owners and cross-reference with numerous sources, which we compile in a relational database.

We categorize products by Brand (“Sprite Zero”), Trademark (“Sprite + Sprite Zero + Sprite Cranberry, Etc...”) and Company (“The Coca-Cola Company.”) All brands of a trademark sum to their trademark total, and each company’s trademarks sum to their company total.

We use brand-level and category-level data to build a statistical model that represents our view of the industry.

For smaller brands, brand total volumes could include both regular and diet sodas. For example: IBC Root Beer/Cream Soda contains all regular and diet Root Beer and Cream Soda from IBC.

Where data points disagree, we use a standard methodology to reconcile them, informed by decades of reporting and a wide range of quantitative and qualitative information. Historical numbers are re-stated as needed when we refine our picture of the industry. Our model is validated by industry participants.

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# FACT BOOK: DATASHEETS THIRTY-FIRST EDITION

PUBLISHED APRIL 2026

A Compendium of Beverage **Volumesales** in the **USA** since **1985**.

**Coverage:**Our “all-channel” industry view captures all points of sale, including soda fountains, vending, bodegas and stadiums.

**Acquisitions:**All volume from a company that is acquired is attributed to the purchasing company regardless of when in the year the acquisition occurred

**Notation:**These data include a case count and market share, unless marked with a (“-”), which indicates 1) the datapoint is missing from the records, 2) the brand did not exist/was discontinued, or 3) that a company

**All Other and Private Label:**this datapoint is not comparable to previous years. Brands included in each category can vary.

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[CLICK SHEET NAME TO NAVIGATE.](#)

<b>LRB-Categories</b>	Liquid Refreshment Beverages by Category
<b>LRB-Companies</b>	Liquid Refreshment Beverages by Company
<b>CSD-Companies</b>	Carbonated Soft Drinks by Company
<b>CSD-Coca-Cola</b>	Coca-Cola Co. CSDs by Brand
<b>CSD-PepsiCo</b>	PepsiCo CSDs by Brand
<b>CSD-KDP</b>	KDP CSDs by Brand
<b>CSD-Trademarks</b>	CSDs by Trademark
<b>CSD-Subcategories</b>	CSD Subcategory Totals
<b>CSD-Brands</b>	CSD Brands
<b>CSD-Diet Share</b>	Diet Share of CSD
<b>Energy-Companies</b>	Energy by Company
<b>Energy-Brands</b>	Energy by Brand
<b>Energy-Trademarks</b>	Energy by Trademark
<b>Juice</b>	Juice by Company, Trademark and Brand
<b>Coffee</b>	Coffee by Company, Trademark and Brand
<b>Tea</b>	Tea by Company, Trademark and Brand
<b>Sports</b>	Sports by Company, Trademark and Brand
<b>Water-Companies</b>	Water by Company
<b>Water-Brands</b>	Water by Brand
<b>Water-Trademarks</b>	Water by Trademark
<b>Water-Subcategories</b>	Water Subcategory Totals
<b>MISC</b>	Miscellaneous Brands

**NOTE:** This is a preview of first page of the Datasheets, an excel companion that is included with your Fact Book.