



Concentrates in the US

December 2023

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Concentrates in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates becomes the most dynamic category in soft drinks

Hydration and energy drive growth for concentrates, with Liquid I.V. leading the charge

Format innovation starts to attract attention as price, convenience and margins are in the spotlight

PROSPECTS AND OPPORTUNITIES

Brands will continue to experiment with non-RTD formats

Blurring lines with vitamins and dietary supplements as consumers look for more and more functions

Affordability and sustainability will be key to continuing to develop the category

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