

Beverages - Soft Drinks

Beverage scanner trends; Mid period update for period ending 12/30/23

Industry Overview

Mid period update

This note focuses on Nielsen scanner data which was published earlier today and includes c-stores and AOC (all outlets combined plus C-store) channels for U.S. beverage companies for the 4wks ended 12/30/23. Most beverage companies saw year over year sales worsen versus the prior period on a 4-week ending basis. See inside for changes in volume and pricing.

Exhibit 1: Company sequential sales growth (\$ % chg y-y) for 4, 12 & 52 week periods

Most beverage companies saw YoY sales worsen versus the prior period on a 4-week ending basis

Category/company	\$ % chg					
	Latest 4 Wks - W/E 12/30/23	Latest 4 Wks - W/E 12/16/23	Latest 12 Wks - W/E 12/30/23	Latest 12 Wks - W/E 12/16/23	Latest 52 Wks - W/E 12/30/23	Latest 52 Wks - W/E 12/16/23
Non-alcohol						
COCO - coconut water	11.3%	9.9%	11.3%	12.1%	18.3%	18.3%
KDP - K cups	-10.9%	-9.0%	-9.8%	-9.5%	-4.2%	-3.3%
KDP - refreshment	1.8%	1.4%	1.6%	1.7%	7.1%	7.6%
KO - total beverages	2.2%	1.3%	1.6%	1.6%	5.5%	5.9%
PEP - total beverages	-0.8%	-2.0%	-1.0%	-0.8%	4.2%	4.6%
Carbonated beverages	3.4%	3.0%	3.4%	3.6%	9.2%	9.7%
Energy drink						
Bang	-57.2%	-58.4%	-61.7%	-64.5%	-62.1%	-61.6%
Celsius	105.2%	110.3%	118.1%	128.5%	138.9%	140.7%
MNST X Bang	3.4%	2.8%	3.6%	3.9%	8.6%	8.8%
Red Bull	4.0%	3.0%	2.9%	2.4%	7.3%	7.6%
Energy drinks*	8.4%	7.8%	8.3%	8.4%	11.8%	11.9%
Beer/FMB/Cider						
ABI	-14.0%	-14.0%	-14.0%	-13.9%	-9.2%	-8.5%
SAM	-0.4%	1.3%	0.8%	1.3%	0.8%	1.1%
STZ	11.4%	11.7%	11.8%	12.1%	11.3%	11.2%
TAP	6.4%	7.4%	7.7%	8.5%	10.1%	10.2%
Beer/FMB/Cider	-1.1%	-0.6%	-0.7%	-0.3%	1.7%	2.0%
Beer	-1.8%	-1.5%	-1.4%	-1.0%	1.5%	1.8%
Wine						
NAPA	3.3%	4.3%	4.6%	4.4%	6.5%	7.0%
STZ wine	-5.5%	-4.1%	-4.7%	-4.6%	-3.3%	-2.9%
Total wine	-1.4%	0.4%	0.1%	0.5%	0.3%	0.6%
Spirit						
BF/B	-0.7%	1.0%	2.0%	2.9%	4.5%	4.9%
Total spirits	1.5%	3.6%	4.0%	5.3%	5.4%	5.8%
Salty snack						
PEP (salty snacks)	-0.1%	2.2%	2.0%	2.6%	8.3%	9.1%
UTZ (salty snacks)	2.4%	3.6%	4.1%	4.3%	6.0%	6.6%
Salty snacks	0.1%	2.0%	2.0%	2.5%	8.0%	8.7%

Source: NielsenIQ. *Energy drinks includes coffee & tea energy drinks

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ABI: Anheuser-Busch

BF/B: Brown-Forman Corporation

CELH: Celsius Holdings, Inc.

COCO: The Vita Coco Company

KDP: Keurig Dr Pepper Inc.

KO: The Coca-Cola Company

MNST: Monster Beverage Corporation

NAPA: Duckhorn Portfolio, Inc

PEP: PepsiCo, Inc.

SAM: The Boston Beer Company, Inc.

STZ: Constellation Brands, Inc.

TAP: Molson Coors Beverage Company

Vol: Volume

W/e: Week ending

Wks: Weeks

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Changes in volume and price/mix

Exhibit 2: Year over year change in volume, price/mix and sales by company

Companies that saw price/mix and volumes increase for the latest 4 week period: COCO., CELH, MNST X Bang, STZ, TAP and NAPA

	4 week			12 week			52 week		
	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
Non-alcohol									
COCO - coconut water	9.0%	2.1%	11.3%	8.7%	2.4%	11.3%	12.5%	5.1%	18.3%
KDP - K cups	-7.9%	-3.3%	-10.9%	-8.6%	-1.4%	-9.8%	-6.5%	2.6%	-4.2%
KDP - refreshment	-2.5%	4.4%	1.8%	-3.5%	5.3%	1.6%	-4.0%	11.6%	7.1%
KO - total beverages	-1.7%	3.9%	2.2%	-2.5%	4.2%	1.6%	-4.1%	10.0%	5.5%
PEP - total beverages	-7.4%	7.1%	-0.8%	-8.5%	8.2%	-1.0%	-8.5%	13.9%	4.2%
Energy drinks									
Bang	-60.0%	7.0%	-57.2%	-64.3%	7.2%	-61.7%	-64.9%	8.0%	-62.1%
Celsius	64.8%	24.5%	105.2%	67.3%	30.3%	118.1%	87.0%	27.8%	138.9%
MNST X Bang	1.9%	1.5%	3.4%	1.9%	1.6%	3.6%	1.6%	6.9%	8.6%
Red Bull	-1.2%	5.2%	4.0%	-0.8%	3.6%	2.9%	1.5%	5.7%	7.3%
Beer/FMB/Cider									
ABI	-14.1%	0.2%	-14.0%	-14.2%	0.1%	-14.0%	-12.3%	3.6%	-9.2%
SAM	-2.7%	2.4%	-0.4%	-2.0%	2.8%	0.8%	-3.6%	4.6%	0.8%
STZ	10.3%	0.9%	11.4%	10.5%	1.2%	11.8%	7.5%	3.5%	11.3%
TAP	4.9%	1.4%	6.4%	6.1%	1.6%	7.7%	5.3%	4.6%	10.1%
Wine									
NAPA	3.3%	0.0%	3.3%	3.8%	0.7%	4.6%	5.2%	1.3%	6.5%
STZ wine	-8.4%	3.2%	-5.5%	-8.3%	3.9%	-4.7%	-7.0%	4.0%	-3.3%
Spirits									
BF/B	1.9%	-2.5%	-0.7%	5.3%	-3.2%	2.0%	9.4%	-4.5%	4.5%
Salty snacks									
PEP (salty snacks)	-4.7%	4.8%	-0.1%	-3.2%	5.4%	2.0%	-1.5%	10.0%	8.3%
UTZ (salty snacks)	4.3%	-1.8%	2.4%	5.6%	-1.4%	4.1%	-2.4%	8.6%	6.0%

Source: NielsenIQ

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