

## Beverages - Soft Drinks

# Snapshot: beverage scanner trends ending 1/27/24

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 1/27/24. 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 1/27/24	Latest 4 Wks - W/E 1/13/24	Latest 12 Wks - W/E 1/27/24	Latest 12 Wks - W/E 1/13/24	Latest 52 Wks - W/E 1/27/24	Latest 52 Wks - W/E 1/13/24
<b>Non-alcohol</b>						
COCO - coconut water	10.2%	13.7%	11.1%	11.4%	17.7%	18.2%
KDP - K cups	-7.1%	-7.2%	-9.3%	-8.6%	-5.4%	-4.6%
KDP - refreshment	0.4%	1.7%	1.5%	1.8%	6.2%	6.7%
KO - total beverages	0.7%	2.1%	1.7%	1.9%	5.0%	5.3%
PEP - total beverages	-2.6%	-1.1%	-1.2%	-1.0%	3.5%	3.9%
Carbonated beverages	2.7%	3.4%	3.4%	3.6%	8.3%	8.8%
<b>Energy drink</b>						
Bang	-57.4%	-57.6%	-58.3%	-59.9%	-63.2%	-62.7%
Celsius	72.5%	87.9%	98.7%	106.3%	135.1%	135.4%
MNST X Bang	-2.3%	0.8%	2.0%	2.9%	7.3%	7.9%
Red Bull	1.2%	2.7%	3.0%	3.0%	6.3%	6.8%
Energy drinks*	2.5%	5.8%	6.7%	7.6%	10.6%	11.3%
<b>Beer/FMB/Cider</b>						
ABI	-14.8%	-13.9%	-13.9%	-13.7%	-10.5%	-9.8%
SAM	1.7%	0.9%	1.2%	1.3%	0.7%	0.8%
STZ	6.2%	10.5%	10.9%	12.0%	10.5%	10.9%
TAP	5.1%	6.3%	7.0%	7.5%	10.0%	10.1%
Beer/FMB/Cider	-2.4%	-1.0%	-0.9%	-0.4%	1.0%	1.4%
Beer	-3.7%	-2.0%	-1.8%	-1.2%	0.7%	1.1%
<b>Wine</b>						
NAPA	7.5%	6.2%	5.1%	4.9%	6.5%	6.6%
STZ wine	0.1%	-1.6%	-3.6%	-3.4%	-3.1%	-3.1%
Total wine	4.1%	2.1%	0.9%	1.0%	0.7%	0.6%
<b>Spirit</b>						
BF/B	8.3%	4.3%	2.7%	2.8%	4.9%	4.8%
Total spirits	9.0%	5.1%	4.6%	4.7%	5.7%	5.6%
<b>Salty snack</b>						
PEP (salty snacks)	2.3%	1.8%	1.8%	2.3%	7.5%	8.1%
UTZ (salty snacks)	6.5%	4.6%	4.1%	4.4%	5.8%	6.0%
Salty snacks	1.6%	1.4%	1.5%	2.1%	7.1%	7.6%

Source: NielsenIQ, \*Energy drinks includes coffee & tea energy drinks

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06 February 2024

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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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Timestamp: 06 February 2024 10:09AM EST

# 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: STZ, TAP, NAPA, PEP salty snacks

	4 week			12 week			52 week		
Non-alcohol	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
COCO - coconut water	11.2%	-0.9%	10.2%	10.3%	0.8%	11.1%	12.6%	4.5%	17.7%
KDP - K cups	-7.3%	0.2%	-7.1%	-8.0%	-1.4%	-9.3%	-7.3%	2.1%	-5.4%
KDP - refreshment	-4.5%	5.1%	0.4%	-3.0%	4.7%	1.5%	-4.0%	10.6%	6.2%
KO - total beverages	-3.1%	4.0%	0.7%	-2.2%	4.0%	1.7%	-4.0%	9.3%	5.0%
PEP - total beverages	-9.2%	7.2%	-2.6%	-7.9%	7.3%	-1.2%	-8.7%	13.3%	3.5%
Energy drinks	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
Bang	-60.2%	7.1%	-57.4%	-61.0%	7.0%	-58.3%	-66.0%	8.2%	-63.2%
Celsius	77.3%	-2.7%	72.5%	101.7%	-1.5%	98.7%	124.9%	4.6%	135.1%
MNST X Bang	-2.9%	0.6%	-2.3%	0.8%	1.2%	2.0%	1.0%	6.3%	7.3%
Red Bull	-3.9%	5.4%	1.2%	-1.9%	5.1%	3.0%	0.6%	5.6%	6.3%
Beer/FMB/Cider	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
ABI	-14.6%	-0.2%	-14.8%	-13.9%	0.0%	-13.9%	-13.2%	3.1%	-10.5%
SAM	-0.3%	2.0%	1.7%	-1.3%	2.4%	1.2%	-3.4%	4.3%	0.7%
STZ	5.8%	0.4%	6.2%	9.9%	0.9%	10.9%	7.1%	3.2%	10.5%
TAP	3.8%	1.3%	5.1%	5.5%	1.4%	7.0%	5.6%	4.2%	10.0%
Wine	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
NAPA	6.9%	0.6%	7.5%	4.8%	0.3%	5.1%	5.2%	1.3%	6.5%
STZ wine	-3.2%	3.4%	0.1%	-6.8%	3.5%	-3.6%	-6.8%	4.0%	-3.1%
Spirits	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
BF/B	12.6%	-3.8%	8.3%	6.0%	-3.1%	2.7%	10.4%	-4.9%	4.9%
Salty snacks	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change	Vol change	Price/mix change	Sales change
PEP (salty snacks)	0.4%	2.0%	2.3%	-2.2%	4.0%	1.8%	-1.4%	9.0%	7.5%
UTZ (salty snacks)	8.2%	-1.6%	6.5%	6.2%	-2.0%	4.1%	-1.1%	6.9%	5.8%

Source: NielsenIQ

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