

# 2025 Beverage Calories Initiative:

## Report on 2020 Progress toward the Community Calorie Goal

February 3, 2022

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Prepared by:



Prepared for:



## Overall Progress-to-Date

In September 2014, the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation announced a commitment to help reduce liquid refreshment beverage (“LRB”) calories in the American diet. This commitment includes two key components: (1) the National Initiative, which aims to reduce LRB calories consumed per person nationally by 20% by 2025 (i.e., the national calorie goal) and (2) the Communities Initiative, which aims to achieve equivalent reductions over ten years in communities where the challenge is believed to be greatest (i.e., the community calorie goal). The collective effort to fulfill these commitments is called the 2025 Beverage Calories Initiative (“BCI”).

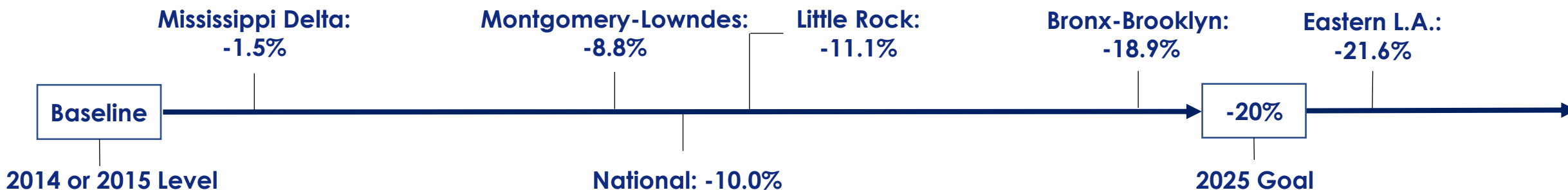
A report on progress toward the national calorie goal that was released in October 2021 showed that LRB calorie consumption fell by 10% through 2020, halfway to the 20% calorie reduction goal that was set for 2025. This report on progress toward the community calorie goal demonstrates that LRB calories per person have also declined by varying amounts in each of the five BCI Communities.

This progress report, like the national progress report, focuses on beverage consumption trends from the 2014 and 2015 baseline years through 2020. This, of course, includes impacts of the COVID-19 pandemic. The national report showed that the pandemic drove sharp shifts in where consumers purchased beverages in 2020 – from restaurants and other out-of-home venues to grocery and other stores – but that shifts in what beverages consumers purchased largely continued trends that predate the pandemic. This community report shows similar findings, but it also shows that pandemic-related disruptions likely contributed to calorie declines in some communities and increases in others. Therefore, the results in this report likely reflect pandemic-driven changes that may be reversed as communities return to certain pre-pandemic consumption trends, and longer-term trends that are more likely to be sustained.

## Community Baseline Years

BCI Community	Baseline Year
Eastern L.A.	2014
Little Rock	2014
Montgomery-Lowndes	2015
Mississippi Delta	2015
Bronx-Brooklyn	2015

## BCI Community Calorie Goal Progress through 2020



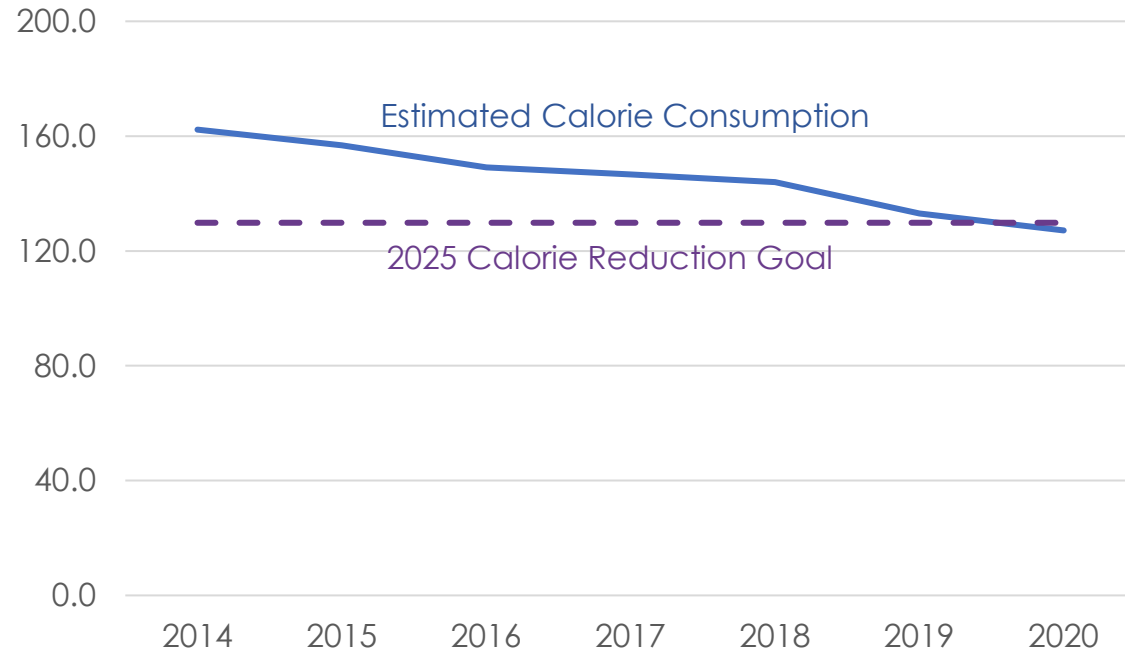
Source: Estimates Based on BCI Company-Reported Volumes & Nielsen Scantrack, and U.S. Census Bureau, 2020.

# LRB Calorie Reductions in All BCI Communities Driven by Carbonated Soft Drinks (CSDs)

Calories per person fell in all five BCI Communities from the 2014 and 2015 baseline years through 2020, but the scale of those declines varied from 1.5% in the Mississippi Delta BCI Community to nearly 22% in the Eastern L.A. BCI Community. As seen in the figure below, three communities have experienced steady calorie reductions since 2016 or earlier. In contrast, the Mississippi Delta and Bronx-Brooklyn communities saw steady reductions through 2019, but sharp disruptions in 2020.

A common pattern in all five communities is that per person calorie reductions were led by decreases in calories from CSDs. This is partly to be expected given that calories from CSDs represent the majority of LRB calories in all 5 communities. However, the share of calorie reductions from CSDs was much larger than the proportion of calories that they represent in three of the five BCI Communities and proportional in the other two.

## LRB Calories per Person per Day



Eastern L.A.

Little Rock

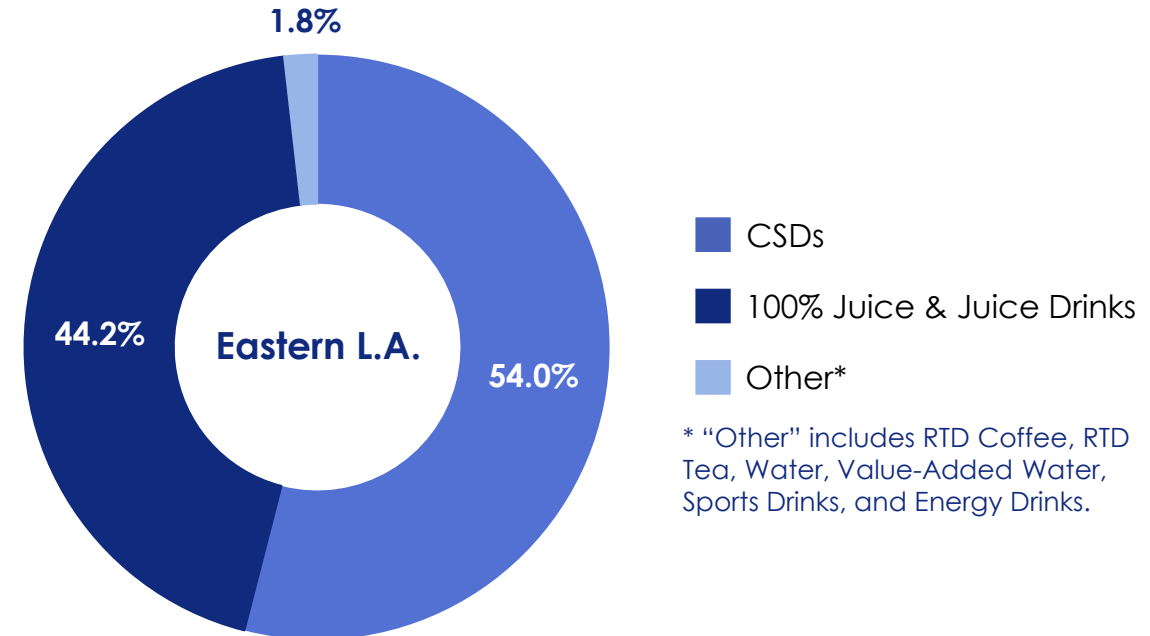
Montgomery-Lowndes

Mississippi Delta

Bronx-Brooklyn

Select another BCI Community.

## Share of Calorie Reductions by Beverage Category, 2014-2020



- CSDs
- 100% Juice & Juice Drinks
- Other\*

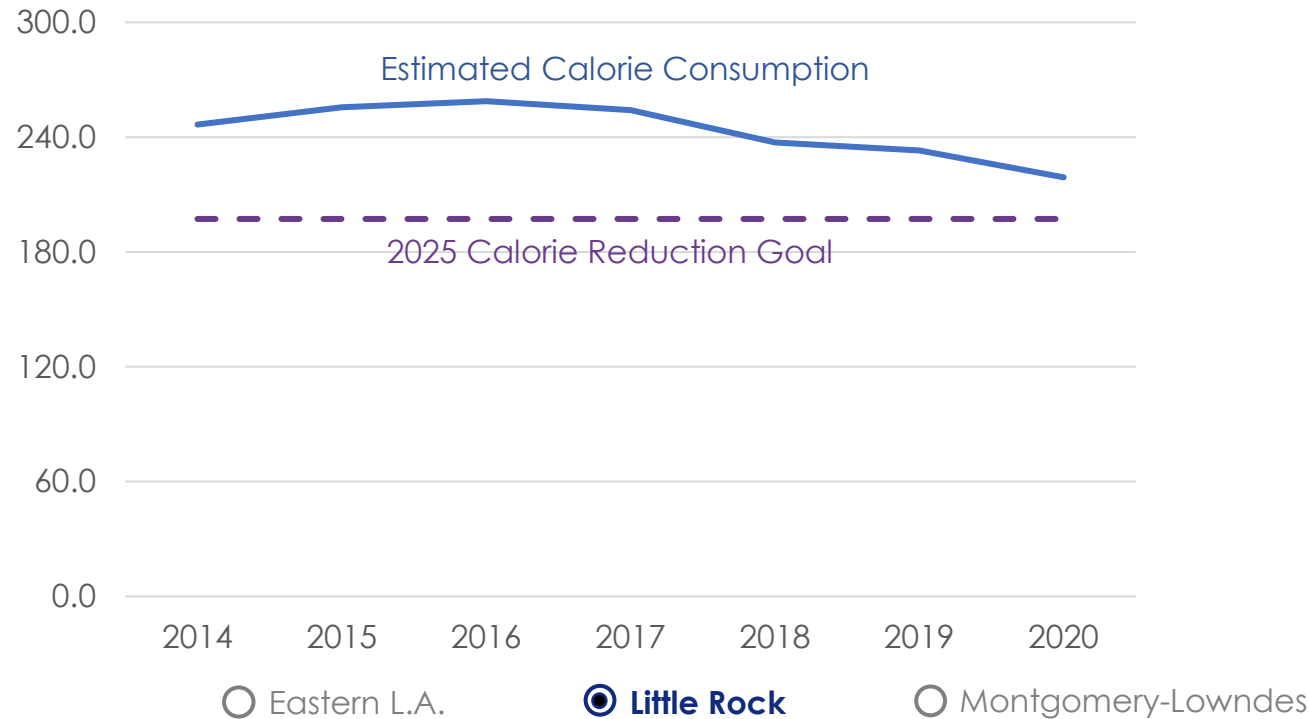
\* "Other" includes RTD Coffee, RTD Tea, Water, Value-Added Water, Sports Drinks, and Energy Drinks.

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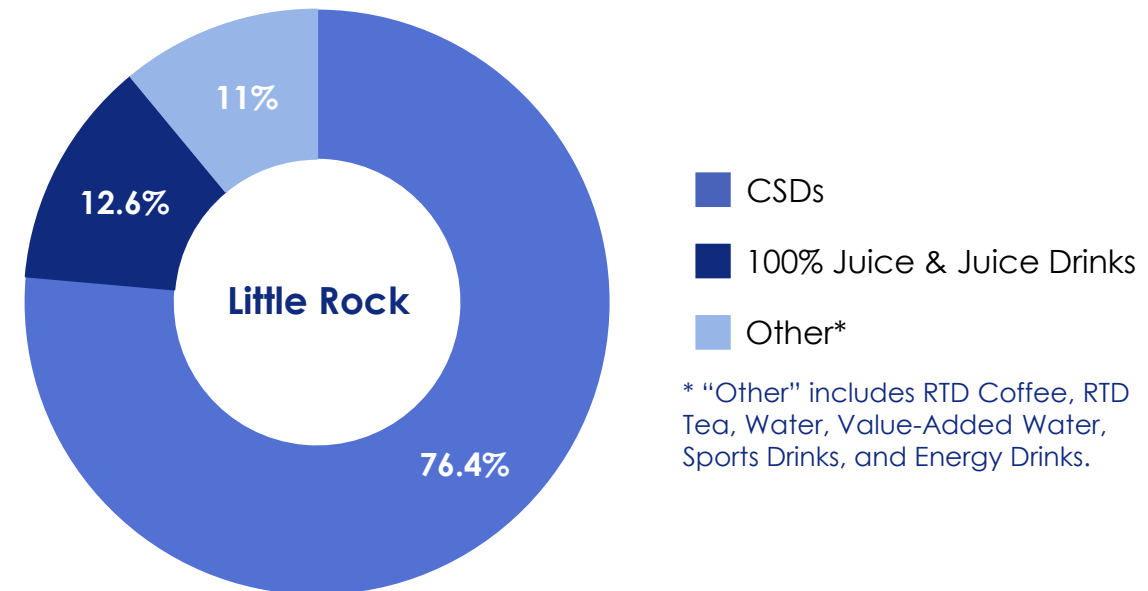
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## LRB Calories per Person per Day



## Share of Calorie Reductions by Beverage Category, 2014-2020



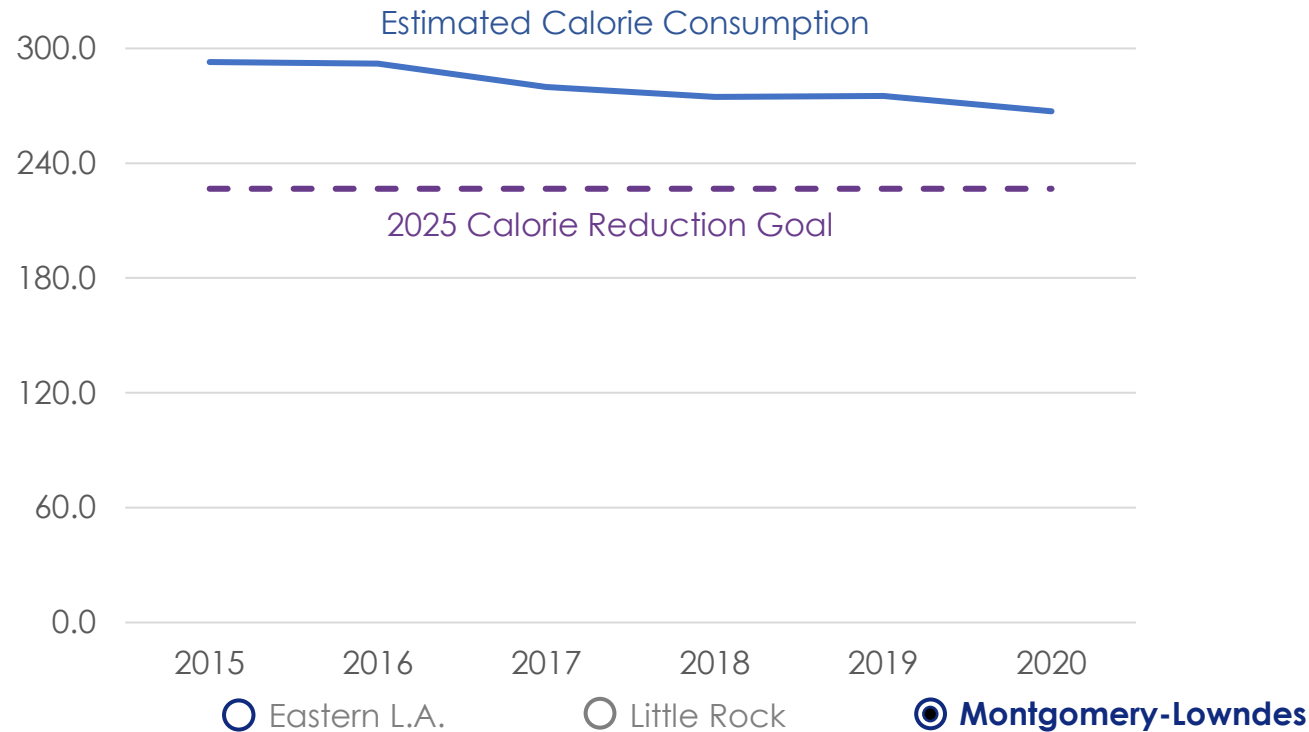
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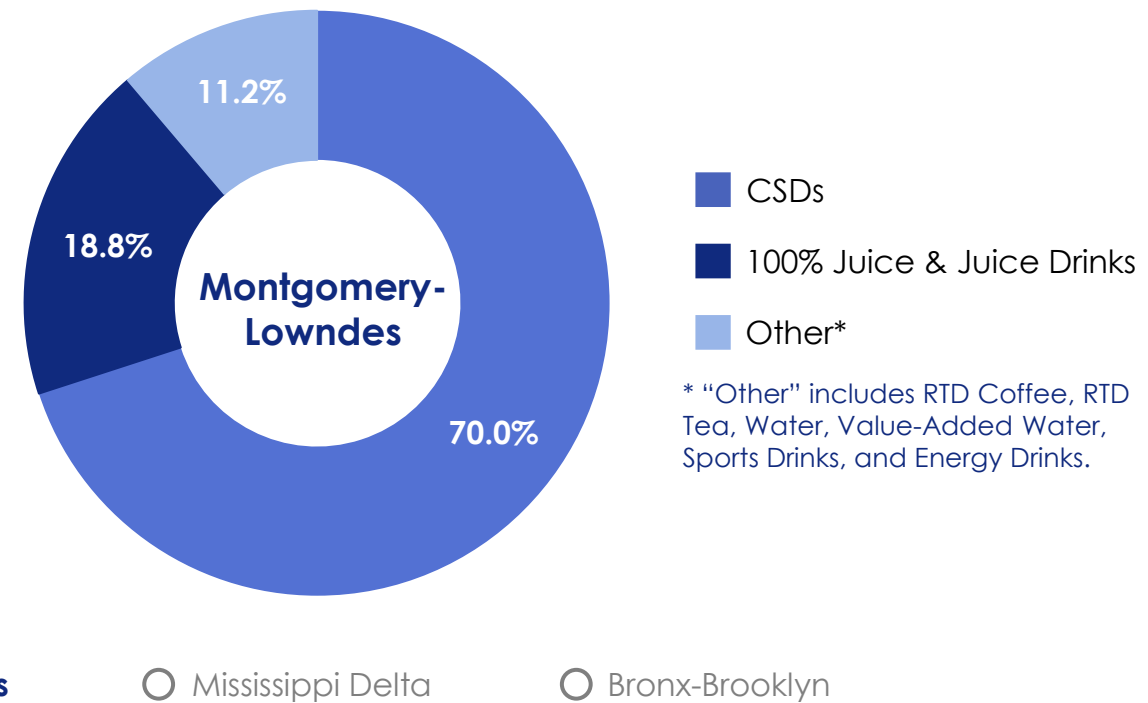
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## LRB Calories per Person per Day



## Share of Calorie Reductions by Beverage Category, 2015-2020

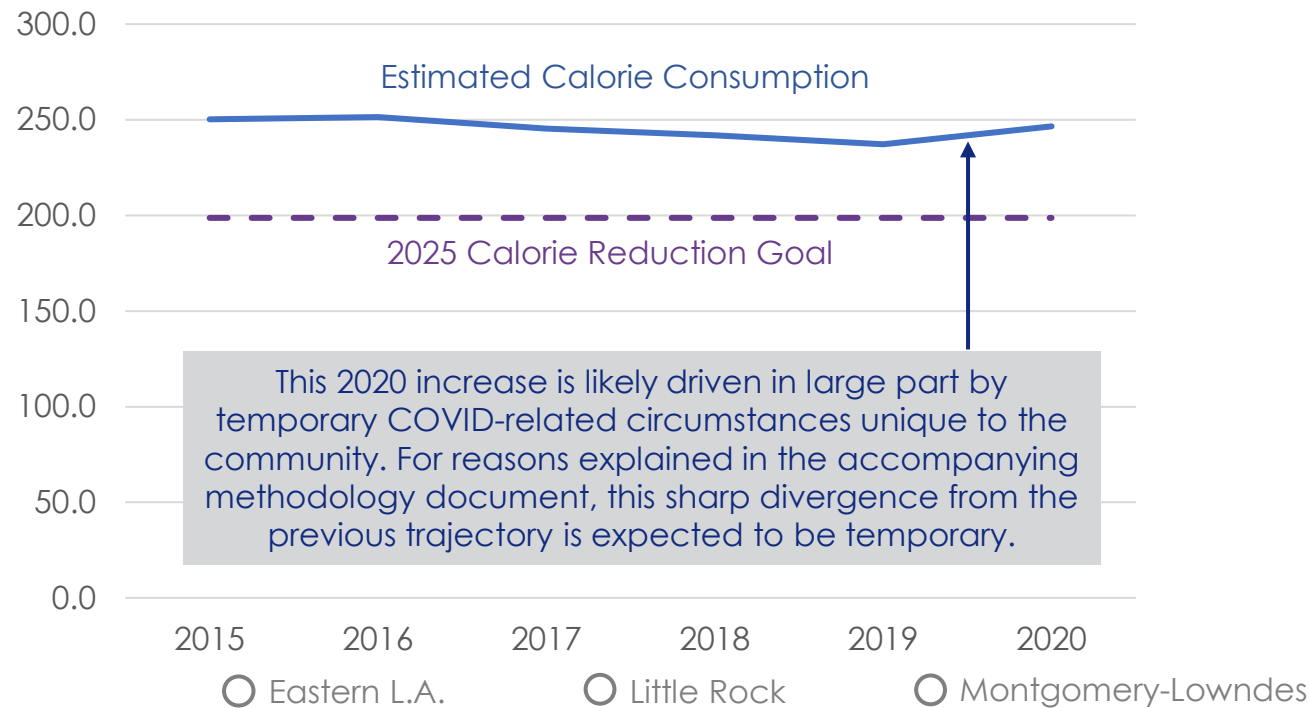


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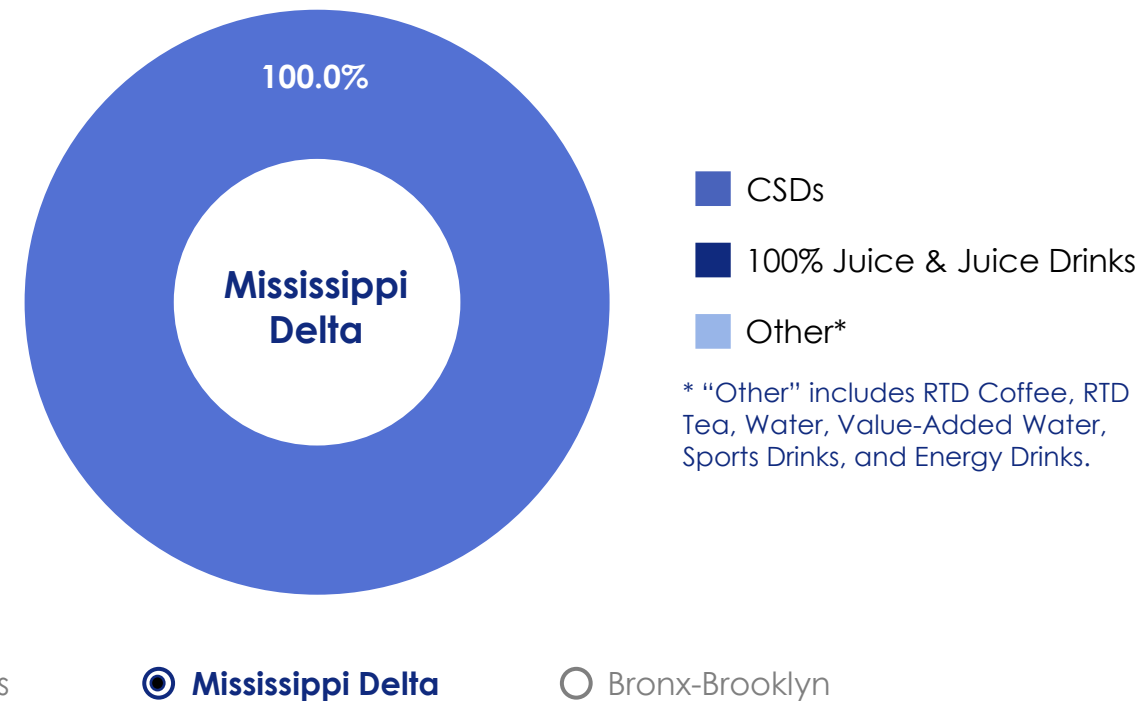
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## LRB Calories per Person per Day



## Share of Calorie Reductions by Beverage Category, 2015-2020

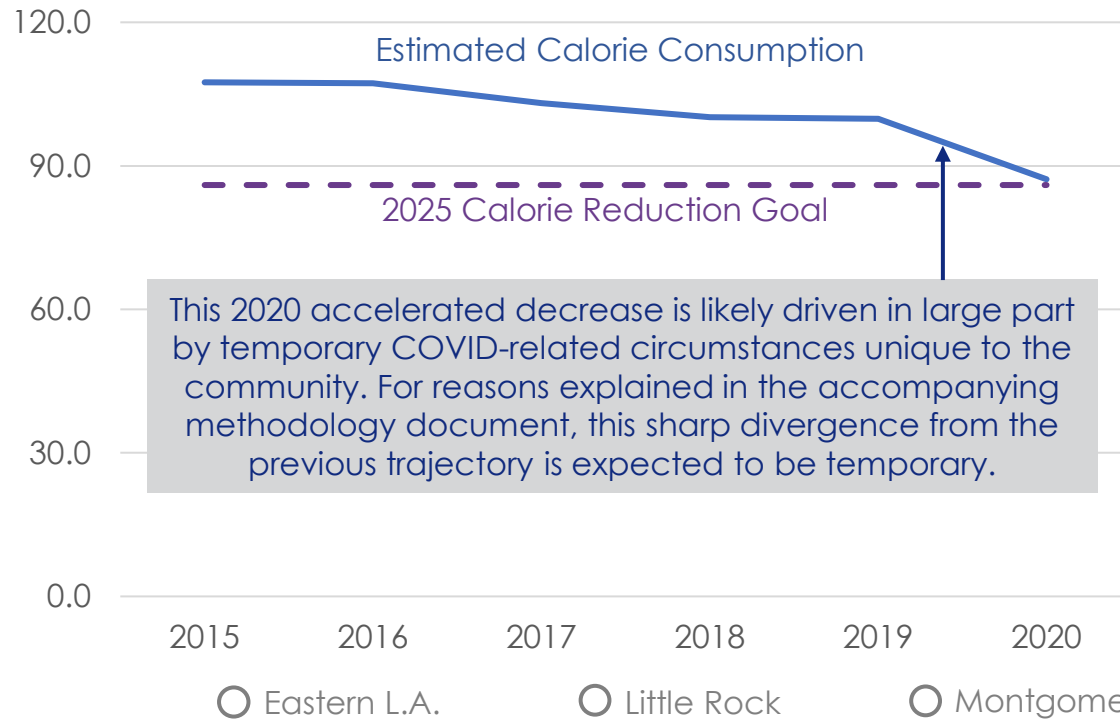


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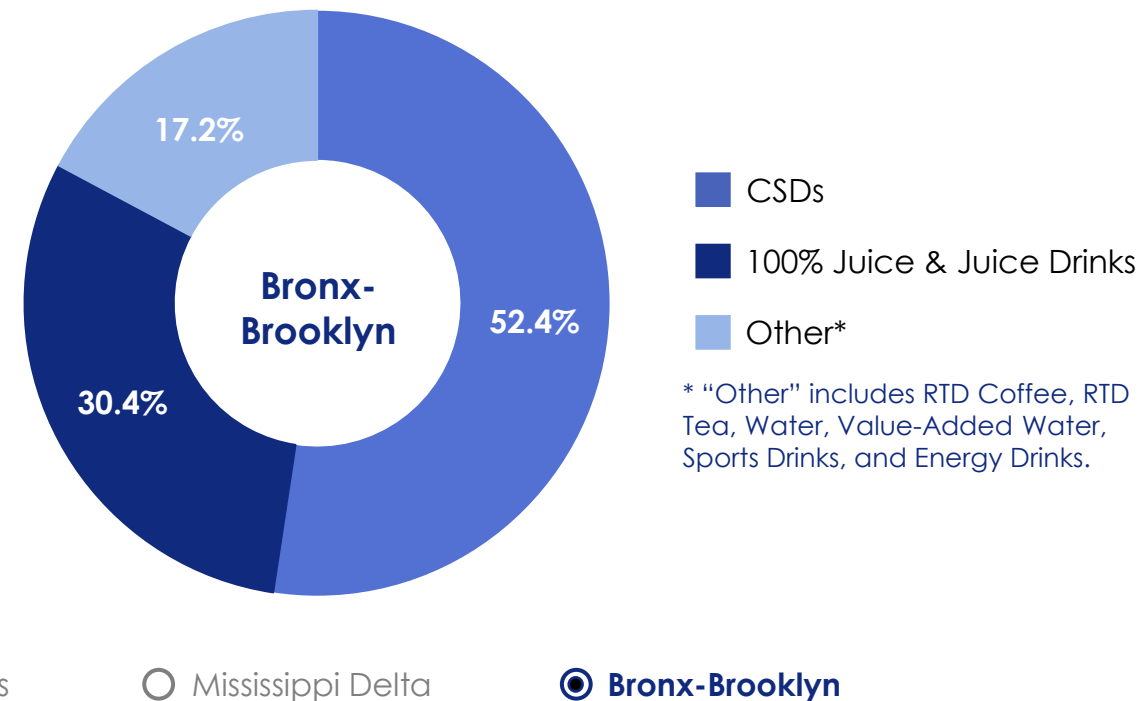
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## LRB Calories per Person per Day



## Share of Calorie Reductions by Beverage Category, 2015-2020

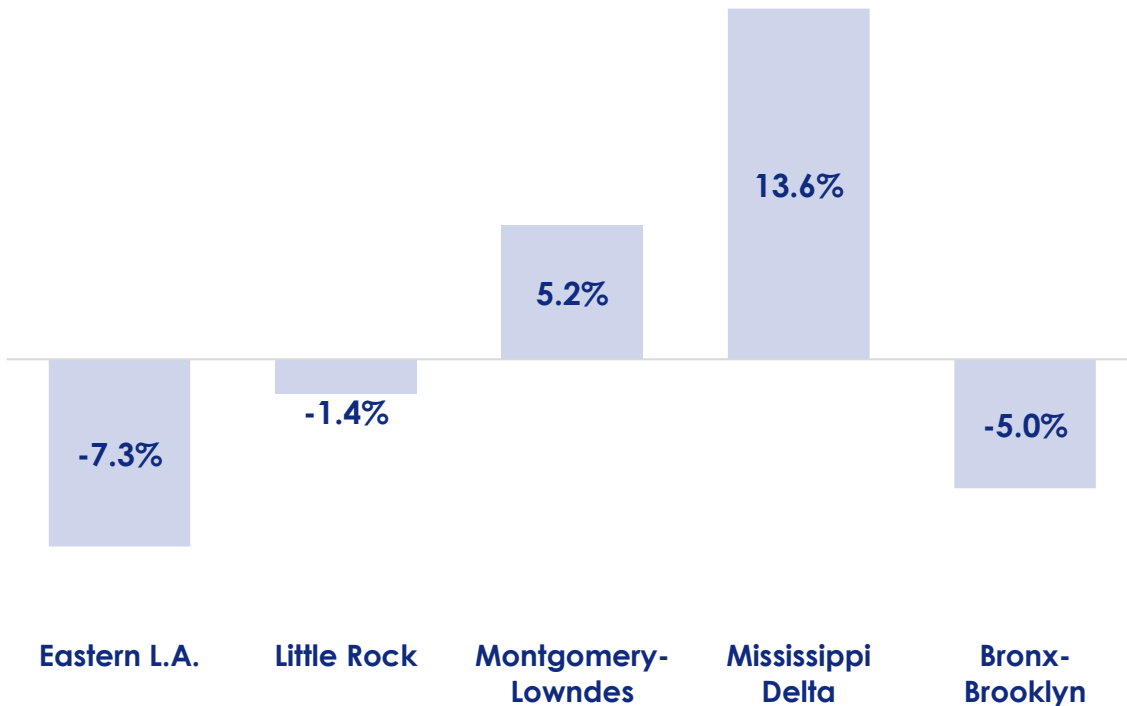


# Changes in Volumes Diverge while Shifts to Lower Calorie Beverages Are Consistent

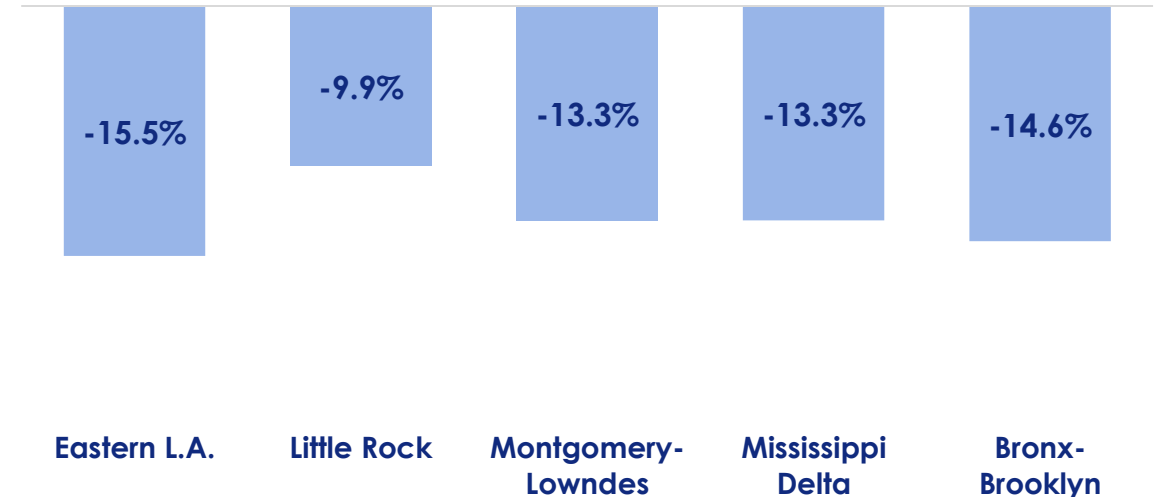
Two determinants of calories per person are the volumes per person and caloric mix of the beverages consumed. Since the baseline, changes in volumes per person have varied greatly across the communities, which have driven differences in per person calorie trends. This was particularly true in 2020 when the COVID pandemic had differing impacts on the five BCI Communities. In particular, it is likely that pandemic disruptions inflated per person 2020 volume estimates in the Mississippi Delta BCI Community and had the opposite impact in the Bronx-Brooklyn BCI Community.

Unlike the changes in volumes per person, the changes in the caloric mix of beverages consumed has been relatively consistent across the communities. Calorie per 8-ounce serving have declined by 10% or more in all 5 communities since the baseline. These declines were driven by an increase in the share of LRB represented by no- and low-calorie beverages – water in particular – and a decrease in the share of LRB represented by full- and mid-calorie beverages.

**Percent Change in Volumes per Person since Baseline**



**Percent Change in Calories per 8-Ounce Serving since Baseline**



Source: Estimates Based on BCI Company-Reported Volumes & Nielsen Scantrack, and U.S. Census Bureau, 2020.

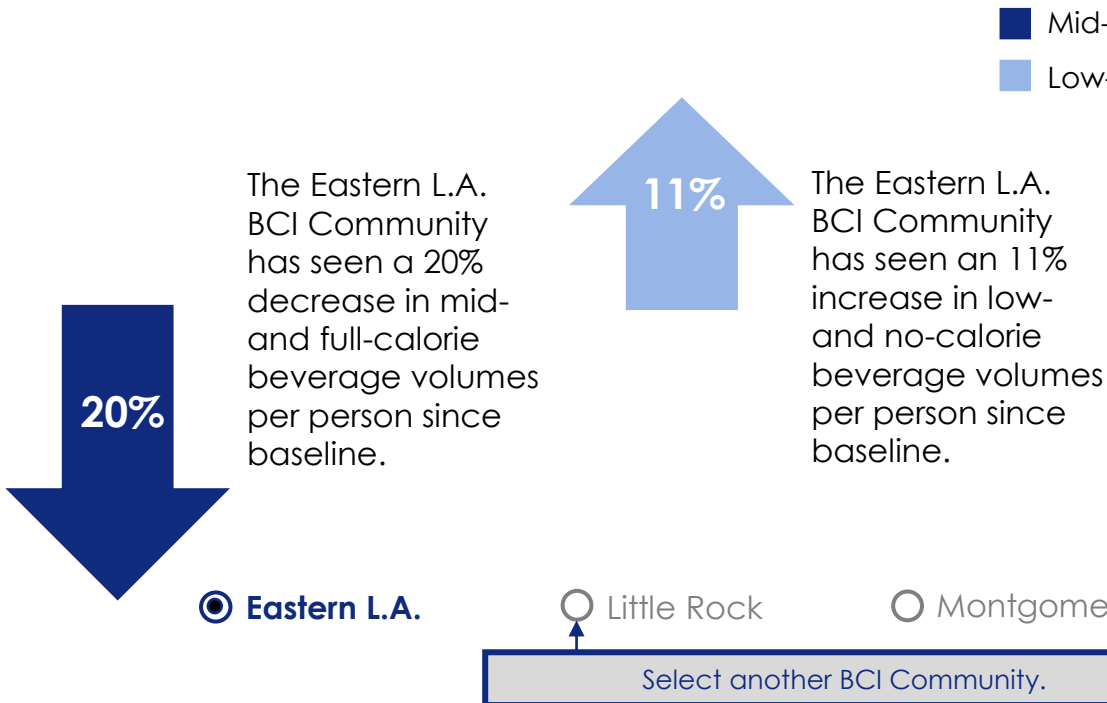


# Reductions in Calories per 8-Ounce Serving Driven by Mix Shift to Less Caloric Beverages

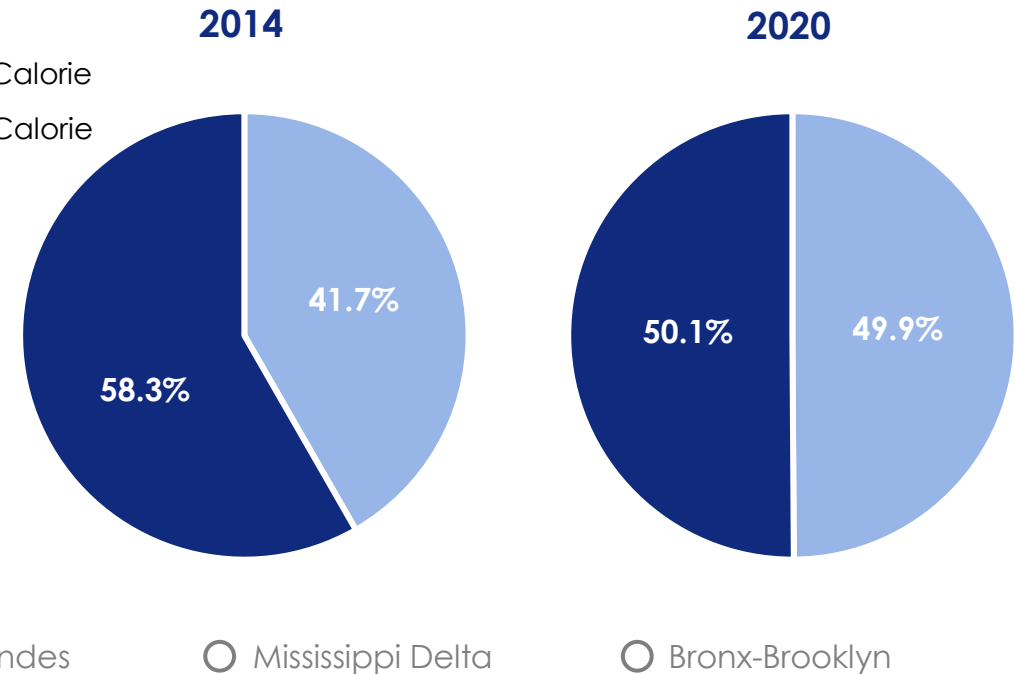
The consistent reductions in calories per 8-ounce serving that were seen in all five BCI Communities are the result of a shift in consumption away from more caloric beverages to less caloric beverages, particularly water. As the chart below shows, full- and mid-calorie beverage volumes per person declined in all five communities while volumes of no- and low-calorie beverages grew. In fact, per person volumes of no- and low-calorie beverages outperformed full- and mid-calorie beverages across the five communities by 27 to 33 percentage points.

The different growth trajectories of low- and no- versus full- and mid-calorie beverages reflect notable shifts in consumption in each of the five BCI Communities. These changes have driven a 6.7 to 8.2 percentage point shift in the share of beverages in these communities that are low- and no-calorie products. In all of the communities, between 42% and 58% of beverages are low- and no-calorie beverages.

## Percent Change in LRB Volumes Per Person Per Day by Calorie Category from 2014 to 2020



## Low- and No-Calorie Volume Share by Beverage Category

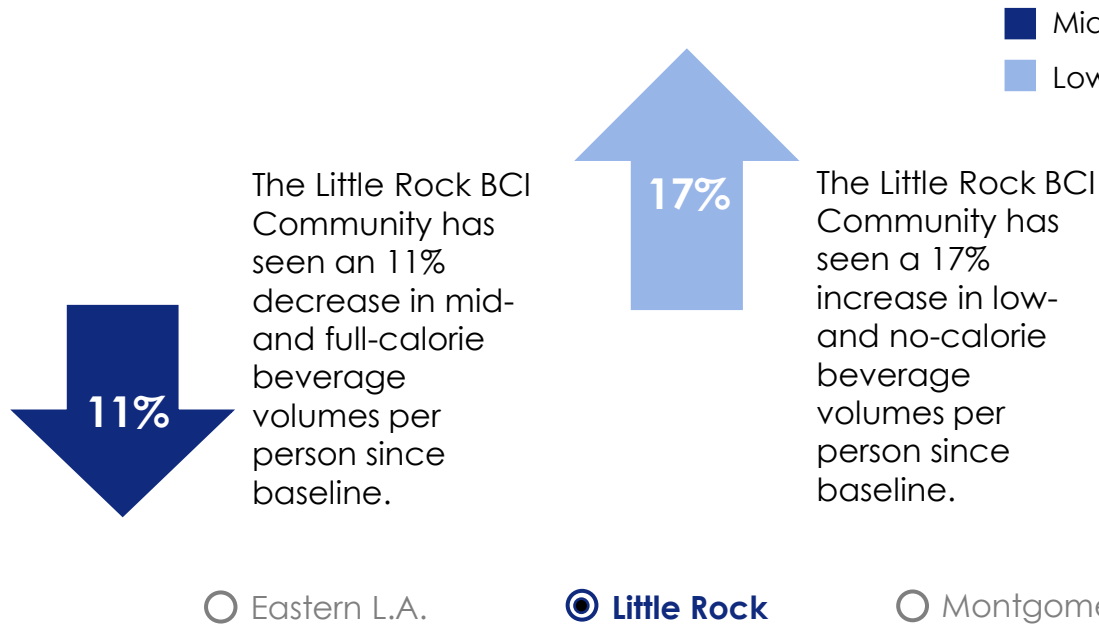


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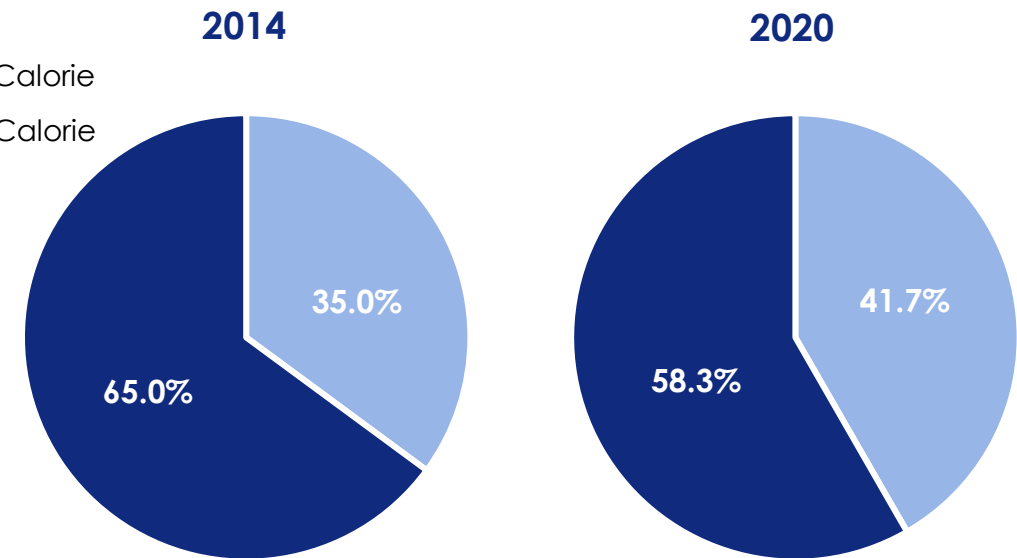
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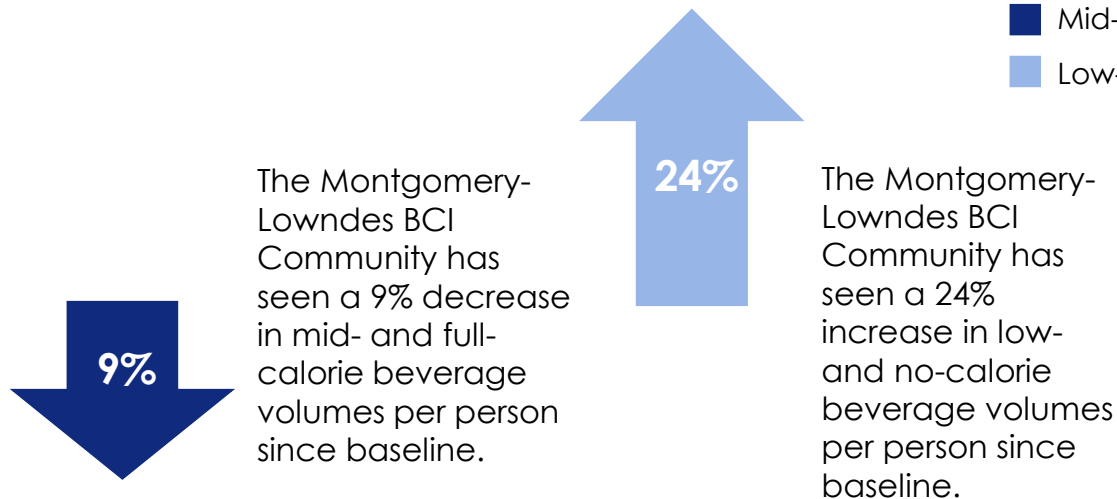


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## Percent Change in LRB Volumes Per Person Per Day by Calorie Category from 2015 to 2020



○ Eastern L.A.

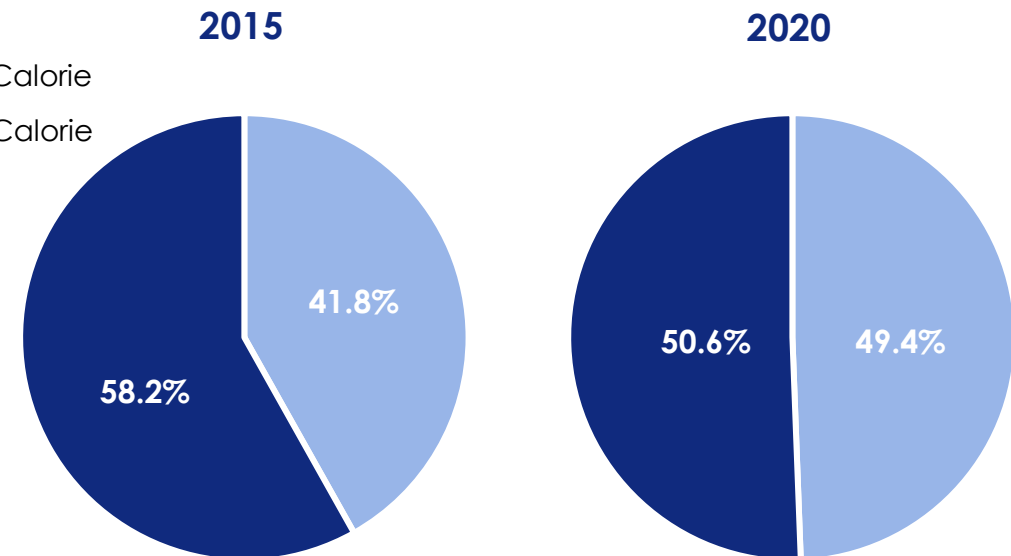
○ Little Rock

● **Montgomery-Lowndes**

○ Mississippi Delta

○ Bronx-Brooklyn

## Low- and No-Calorie Volume Share by Beverage Category

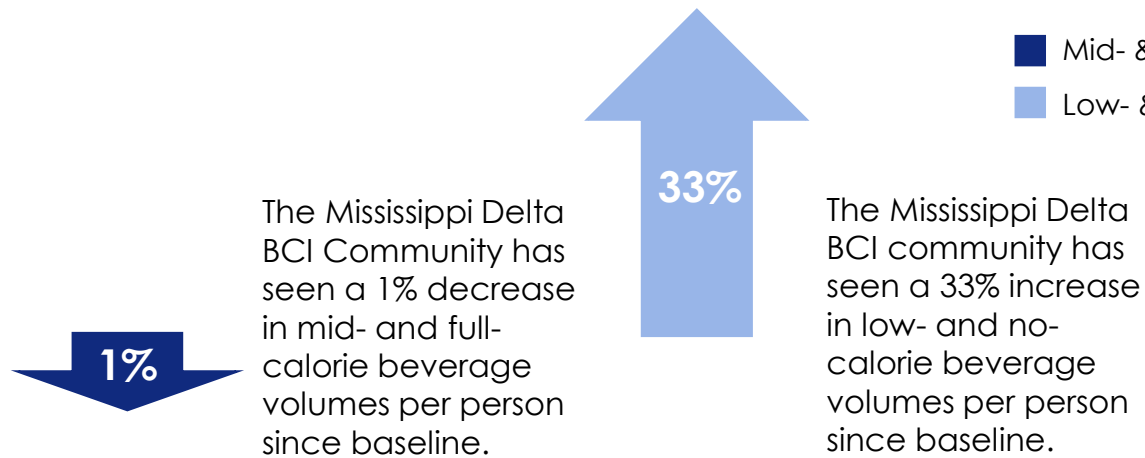


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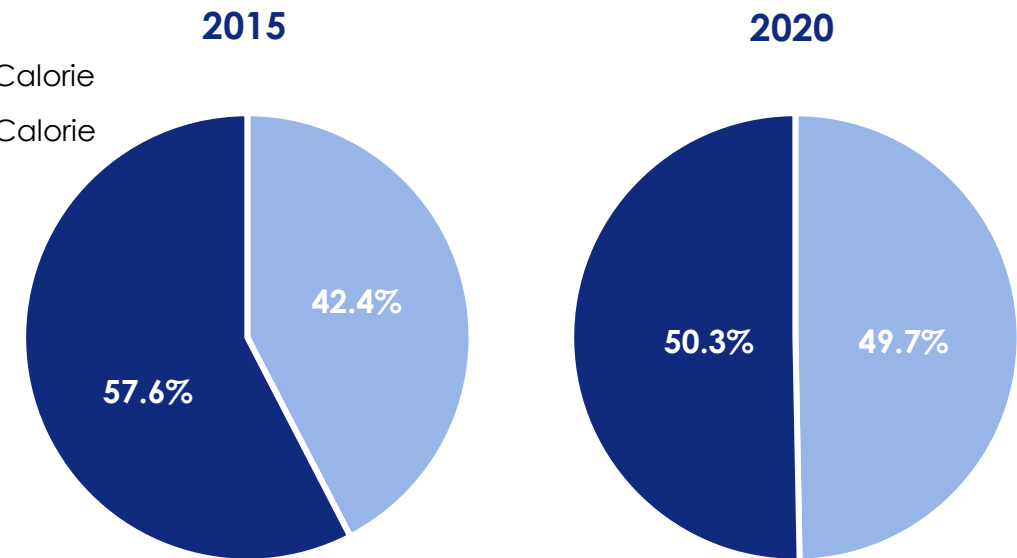
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## Percent Change in LRB Volumes Per Person Per Day by Calorie Category from 2015 to 2020



## Low- and No-Calorie Volume Share by Beverage Category



Eastern L.A.

Little Rock

Montgomery-Lowndes

**Mississippi Delta**

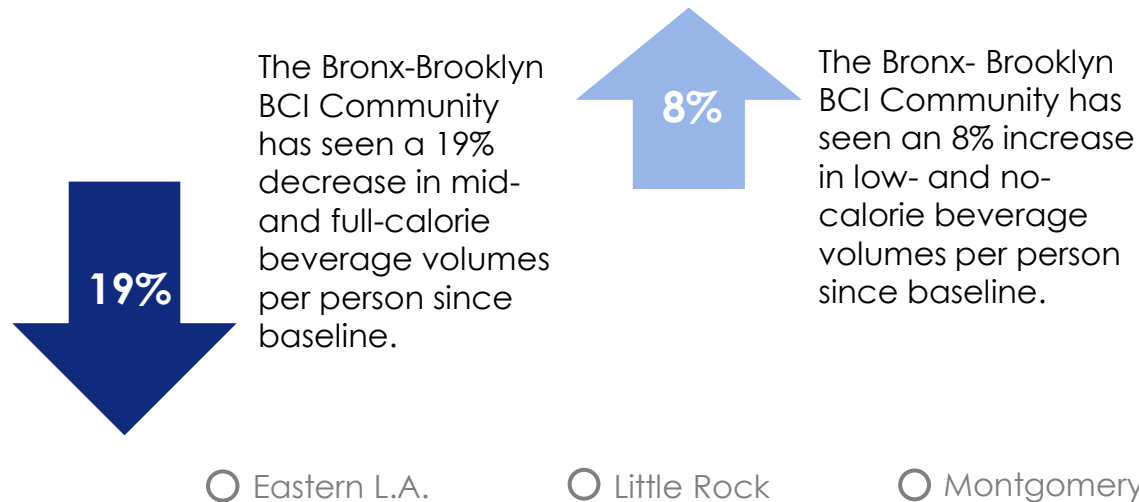
Bronx-Brooklyn

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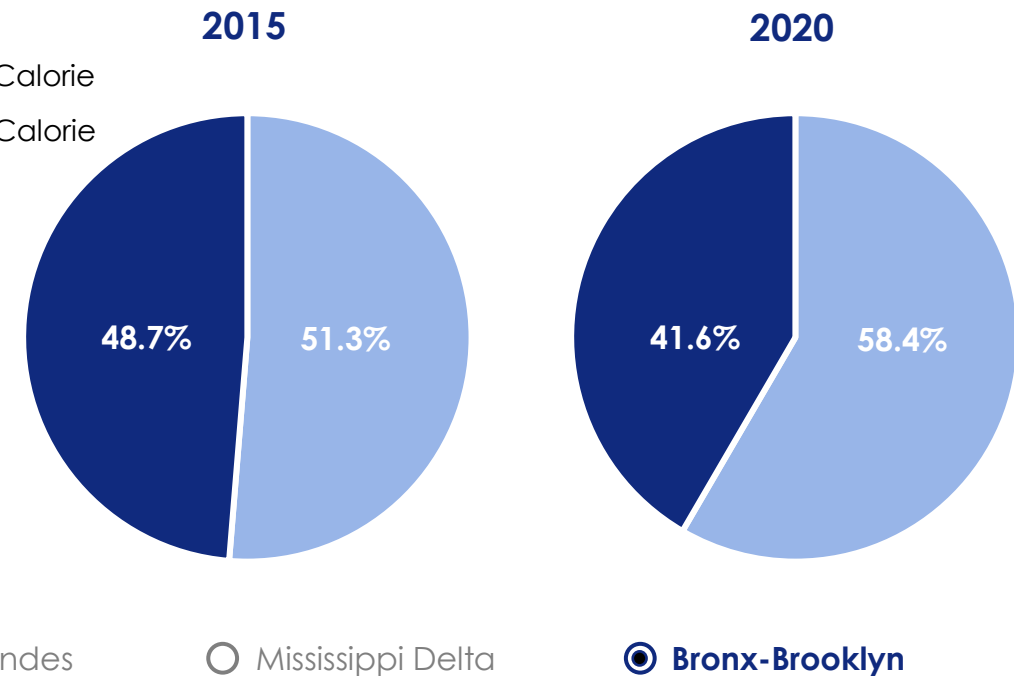
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## Low- and No-Calorie Volume Share by Beverage Category

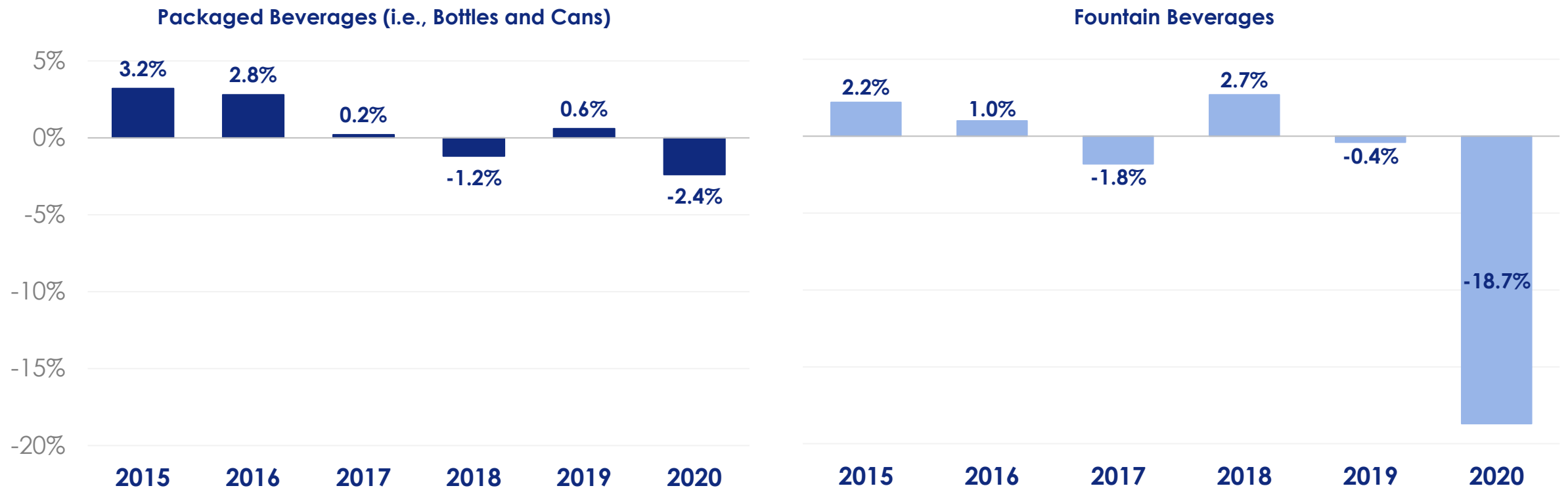


# Diverging Beverage Volume Changes among Packaged and Fountain Beverages

In addition to examining changes in *what* beverages were consumed, this analysis examines changes in *where* consumers purchased beverages in the five communities. The impact of the pandemic is clearly apparent in comparisons of beverage volume data for packaged and fountain beverages. The former includes all bottled and canned beverages, which account for the vast majority of LRB volumes and calories. Those volumes were, on average, relatively stable through the first several years since the baseline of the initiative, but they declined slightly in 2020.

Fountain beverage volumes were also relatively stable from the baseline through 2019. In contrast to packaged beverages, though, volumes of fountain beverages fell by an average of 19% across the five communities in 2020. This drastic change is unsurprising given that fountain beverages are primarily purchased at places like restaurants and other out-of-home venues, where sales were depressed by pandemic-related closures, restrictions, and other changes in consumption patterns.

## Average Percent Change in Beverage Volumes per Person per Day across the Five BCI Communities\*



\* The percent change in each community was weighted equally in these estimates (i.e., they were not weighted by population or beverage volume).  
Source: Estimates Based on BCI Company-Reported Volumes & Nielsen Scantrack, and U.S. Census Bureau, 2020.

## Key Conclusions

- ▶ Calories per person per day have fallen in all five BCI Communities since the start of the initiative through 2020.
- ▶ Reductions in calories from CSDs were the primary driver of overall calorie reductions, with 100% juices and juice drinks also making major contributions in some communities.
- ▶ Shifts in the composition of LRB from full- and mid-calorie beverages to low- and no-calorie beverages have driven consistent reductions in calories per 8-ounce serving in all communities from the baseline years through 2020.
- ▶ Shifts in the beverage mix toward lower calorie beverages were relatively consistent across communities, both in 2020 and over the course of the initiative to date, during which calories per 8-ounce serving fell by 10% or more in all five communities.
- ▶ Despite this, calorie reductions in 2020 varied greatly across the five BCI Communities because of different trajectories of volumes per person. Some of these differences are likely attributable to differences in how the pandemic impacted beverage consumption across communities in 2020.
- ▶ The COVID-19 pandemic and related shutdowns drove sharp changes in where consumers purchased their beverages. It greatly reduced the consumption of fountain beverages, which are typically consumed at restaurants and other out-of-home venues. Per person volume changes for packaged beverages, which are most often purchased at stores, were far more minor.

COVID Impact: The pandemic and the associated lockdowns disrupted beverage supply and demand in 2020. In addition to changing where consumers purchased beverages, beverage makers and distributors faced supply constraints that impacted their businesses. These constraints included labor and packaging material shortages, rapid swings in distribution needs, cancelled product launches, and a general need to devote resources to immediate challenges caused by the pandemic, sometimes at the expense of longer-term strategic priorities. Many of these challenges were more acutely felt in some parts of the country than others. In addition, certain communities were particularly impacted by temporary changes in population, work and commuting patterns, and business closures. The net impact of these disruptions on 2020 LRB calories per person is unclear. Future data may provide more of a basis for estimating the impact.

# Appendix A: Methodology & Limitations

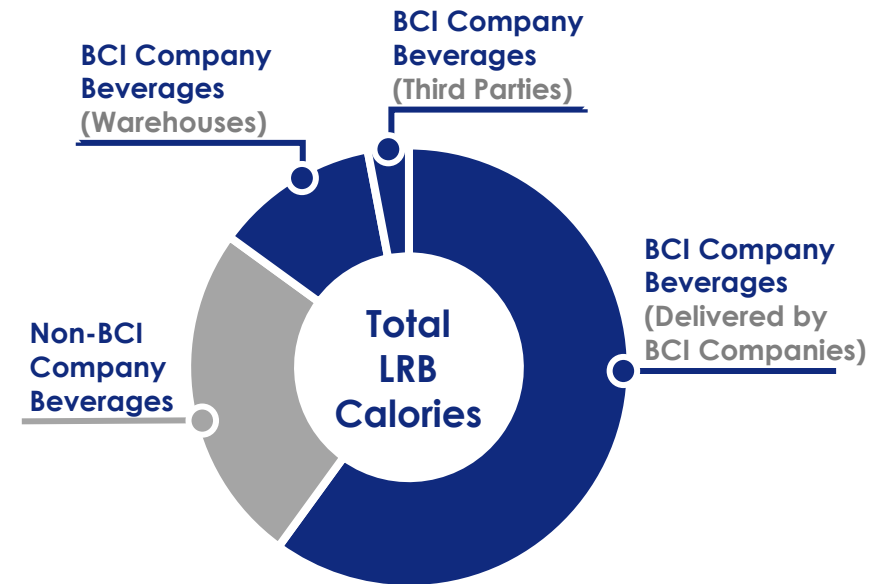
Measuring calories per person at the community level presents challenges and greater uncertainties than measurement at the national level. The main challenge is that there are no existing datasets that report beverage volumes for the specific BCI Communities. Therefore, multiple custom datasets were used – and will continue to be used – to estimate LRB volumes at the community level. These datasets include BCI Company beverage volume data, custom Scantrack data, company customer lists, and Dun & Bradstreet store lists.

The various datasets and differing methodologies were used to estimate total LRB calories from each of the following four sources of beverage calories: (1) BCI Company-delivered beverages, (2) Non-BCI Company beverages, (3) BCI Company beverages delivered through warehouses, and (4) BCI Company beverages sourced from third parties. The methodologies used to estimate beverage calories from each source are included in the accompanying detailed methodology document. Figure 2 shows the average share of calories estimated to come from each of these sources in the five communities. Calories from each source were summed and divided by local population estimates from the Census Bureau to estimate calories per person in each community.

The uncertainties related to measuring LRB calories per person in narrow geographies increase the margins of error in comparison to national estimates. These include, but are not limited to, the impact of commuters, store openings and closings, and a reliance on smaller, less representative samples to estimate the volumes of some beverages and annual population changes. The Bronx-Brooklyn BCI community has a higher degree of uncertainty compared to the other communities due to the large number of commuters and other data limitations that are discussed in the detailed methodology. One additional source of uncertainty in 2020 has been the delays in the release of population data by the Census Bureau due to the COVID-19 pandemic.

Calorie estimates for 2014 to 2019 have been updated from previously published estimates. The differences reflected in these updates are due to revisions of beverage sales volume data. As the initiative continues, and progress is measured over longer periods of time, the degree of certainty regarding changes in LRB calories per person at the community level increases. More details about the methodology, revisions to the methodology, and key uncertainties are discussed in the detailed methodology document available at [www.healthiergeneration.org/our-work/businesses/impact/beverage-calories-initiative](http://www.healthiergeneration.org/our-work/businesses/impact/beverage-calories-initiative).

**Share of Average LRB Calories by Data Source**  
Share of Total LRB Calories



Sources: BCI Company-Reported Volumes & Nielsen Scantrack



# Appendix B: Data Tables

**EASTERN L.A. BCI COMMUNITY SUMMARY DATA TABLE**

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2014 Baseline Estimate	2019 Year 5 Estimate	2020 Year 6 Estimate	2019-20 Percent Change	2014-20 Percent Change	2014 Baseline Estimate	2019 Year 5 Estimate	2020 Year 6 Estimate	2019-20 Percent Change	2014-20 Percent Change
<b>Total</b>	<b>162.3</b>	<b>133.1</b>	<b>127.2</b>	<b>-4.5%</b>	<b>-21.6%</b>	<b>23.2</b>	<b>21.9</b>	<b>21.5</b>	<b>-1.5%</b>	<b>-7.3%</b>
Full-Calorie (>67 Calories per 8 oz.)	146.9	119.0	113.4	-4.7%	-22.8%	11.4	9.3	8.9	-4.7%	-22.3%
Mid-Calorie (41-67 Calories per 8 oz.)	14.5	13.0	12.9	-0.9%	-11.1%	2.1	1.9	1.9	-0.4%	-8.8%
Low-Calorie (5-40 Calories per 8 oz.)	0.9	1.1	0.9	-19.3%	1.9%	0.3	0.3	0.3	-15.2%	-14.0%
No-Calorie (<5 calories per 8 oz.)	0.0	0.0	0.0	-7.1%	34.2%	9.4	10.3	10.5	1.5%	11.7%
CSD	93.3	79.0	74.4	-5.8%	-20.3%	8.3	7.0	6.7	-5.2%	-19.7%
Full-Calorie CSD	93.2	78.7	74.2	-5.7%	-20.4%	7.4	6.3	6.0	-5.4%	-19.7%
No- & Low-Calorie CSD	0.0	0.0	0.0	-15.2%	-42.7%	0.8	0.7	0.7	-1.5%	-19.9%
100% Juice & Juice Drinks	50.7	36.1	35.1	-2.7%	-30.6%	4.1	3.0	2.9	-3.7%	-30.1%
RTD Tea	7.4	5.5	4.8	-12.9%	-34.3%	0.9	0.7	0.6	-12.1%	-30.9%
RTD Coffee	0.8	1.1	1.2	6.7%	41.4%	0.0	0.1	0.1	8.3%	45.9%
Energy	2.7	2.7	2.7	1.2%	0.3%	0.3	0.3	0.3	1.1%	3.1%
Value-Added Water	0.5	1.2	1.3	9.6%	175.2%	0.2	0.3	0.3	2.5%	69.6%
Sports Drinks	7.0	7.5	7.7	2.5%	10.0%	1.1	1.2	1.2	4.6%	16.1%
Water	0.0	0.1	0.0	-	-	8.4	9.4	9.5	1.6%	13.5%

**LITTLE ROCK BCI COMMUNITY SUMMARY DATA TABLE**

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2014 Baseline Estimate	2019 Year 5 Estimate	2020 Year 6 Estimate	2019-20 Percent Change	2014-20 Percent Change	2014 Baseline Estimate	2019 Year 5 Estimate	2020 Year 6 Estimate	2019-20 Percent Change	2014-20 Percent Change
<b>Total</b>	<b>246.6</b>	<b>233.0</b>	<b>219.1</b>	<b>-6.0%</b>	<b>-11.1%</b>	<b>31.0</b>	<b>32.6</b>	<b>30.6</b>	<b>-6.1%</b>	<b>-1.4%</b>
Full-Calorie (>67 Calories per 8 oz.)	225.2	213.3	201.4	-5.5%	-10.6%	17.3	16.3	15.5	-4.9%	-10.4%
Mid-Calorie (41-67 Calories per 8 oz.)	19.6	17.5	15.9	-9.2%	-18.7%	2.8	2.6	2.3	-8.5%	-17.7%
Low-Calorie (5-40 Calories per 8 oz.)	1.6	2.1	1.6	-23.2%	1.2%	0.5	0.6	0.5	-18.9%	0.2%
No-Calorie (<5 calories per 8 oz.)	0.1	0.1	0.1	-20.0%	-42.6%	10.4	13.1	12.3	-6.5%	18.1%
CSD	155.9	142.2	134.9	-5.2%	-13.5%	14.6	12.9	12.1	-5.5%	-16.7%
Full-Calorie CSD	155.4	141.6	134.4	-5.1%	-13.5%	12.0	10.9	10.4	-4.5%	-12.7%
No- & Low-Calorie CSD	0.2	0.2	0.1	-24.7%	-23.7%	2.6	1.9	1.7	-11.0%	-35.5%
100% Juice & Juice Drinks	63.5	65.4	60.0	-8.2%	-5.5%	5.5	5.5	5.0	-8.6%	-8.1%
RTD Tea	15.3	12.9	12.2	-5.6%	-20.2%	1.9	1.6	1.5	-7.2%	-22.7%
RTD Coffee	1.2	1.7	1.7	0.2%	34.5%	0.1	0.1	0.1	-0.7%	33.7%
Energy	2.8	2.9	2.9	0.6%	1.9%	0.3	0.3	0.3	0.1%	1.4%
Value-Added Water	0.4	0.5	0.4	-4.5%	12.3%	0.3	0.3	0.4	13.1%	29.8%
Sports Drinks	7.5	7.5	7.0	-6.8%	-6.1%	1.1	1.2	1.2	-5.2%	3.4%
Water	0.0	0.0	0.0	-	-	7.3	10.7	10.0	-6.3%	37.7%

# Appendix B: Data Tables

**MONTGOMERY-LOWNDES BCI COMMUNITY SUMMARY DATA TABLE**

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015 Baseline Estimate	2019 Year 4 Estimate	2020 Year 5 Estimate	2019-20 Percent Change	2015-20 Percent Change	2015 Baseline Estimate	2019 Year 4 Estimate	2020 Year 5 Estimate	2019-20 Percent Change	2015-20 Percent Change
<b>Total</b>	<b>292.9</b>	<b>275.2</b>	<b>267.2</b>	<b>-2.9%</b>	<b>-8.8%</b>	<b>41.8</b>	<b>43.5</b>	<b>44.0</b>	<b>1.2%</b>	<b>5.2%</b>
Full-Calorie (>67 Calories per 8 oz.)	259.4	245.5	238.6	-2.8%	-8.0%	20.0	19.1	18.5	-2.7%	-7.4%
Mid-Calorie (41-67 Calories per 8 oz.)	29.9	26.3	25.2	-3.9%	-15.5%	4.3	3.8	3.7	-3.3%	-14.1%
Low-Calorie (5-40 Calories per 8 oz.)	3.5	3.2	3.1	-3.9%	-10.8%	1.0	0.9	0.9	-5.3%	-11.7%
No-Calorie (<5 calories per 8 oz.)	0.2	0.2	0.2	-8.3%	-21.5%	16.5	19.7	20.9	6.2%	26.6%
CSD	162.2	154.0	144.2	-6.4%	-11.1%	16.1	15.3	14.3	-6.4%	-11.3%
Full-Calorie CSD	161.8	153.1	143.7	-6.2%	-11.2%	12.6	12.0	11.4	-5.7%	-10.2%
No- & Low-Calorie CSD	0.2	0.2	0.2	-19.2%	-26.0%	3.4	3.2	2.9	-8.2%	-15.6%
100% Juice & Juice Drinks	87.4	80.6	82.6	2.4%	-5.5%	7.7	6.9	7.0	1.4%	-8.7%
RTD Tea	21.7	18.9	18.2	-4.0%	-16.2%	2.8	2.5	2.4	-5.0%	-14.7%
RTD Coffee	1.7	2.0	2.2	10.5%	29.7%	0.1	0.1	0.1	4.9%	41.5%
Energy	4.0	4.0	4.9	22.2%	22.8%	0.4	0.4	0.5	18.1%	18.1%
Value-Added Water	0.7	0.7	0.8	7.9%	11.9%	0.6	0.6	0.7	15.1%	6.7%
Sports Drinks	15.2	14.9	14.3	-4.0%	-5.7%	2.3	2.4	2.4	-0.8%	3.6%
Water	0.0	0.0	0.0	-	-	11.7	15.2	16.6	9.1%	41.3%

**MISSISSIPPI DELTA BCI COMMUNITY SUMMARY DATA TABLE**

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015 Baseline Estimate	2019 Year 4 Estimate	2020 Year 5 Estimate	2019-20 Percent Change	2015-20 Percent Change	2015 Baseline Estimate	2019 Year 4 Estimate	2020 Year 5 Estimate	2019-20 Percent Change	2015-20 Percent Change
<b>Total</b>	<b>250.2</b>	<b>237.1</b>	<b>246.5</b>	<b>4.0%</b>	<b>-1.5%</b>	<b>35.8</b>	<b>37.7</b>	<b>40.7</b>	<b>8.0%</b>	<b>13.6%</b>
Full-Calorie (>67 Calories per 8 oz.)	226.1	214.8	222.6	3.6%	-1.6%	17.5	16.7	17.4	4.0%	-0.6%
Mid-Calorie (41-67 Calories per 8 oz.)	21.9	19.5	21.2	8.5%	-3.1%	3.2	2.8	3.1	9.7%	-1.7%
Low-Calorie (5-40 Calories per 8 oz.)	2.1	2.7	2.6	-0.3%	25.7%	0.7	0.8	0.8	1.9%	23.5%
No-Calorie (<5 calories per 8 oz.)	0.2	0.1	0.2	7.3%	0.1%	14.5	17.4	19.4	11.9%	33.6%
CSD	163.7	148.6	151.0	1.6%	-7.7%	15.5	14.4	14.6	2.1%	-5.6%
Full-Calorie CSD	163.1	147.7	150.4	1.9%	-7.8%	12.6	11.6	11.9	2.4%	-6.0%
No- & Low-Calorie CSD	0.2	0.2	0.2	-2.2%	4.3%	2.8	2.7	2.7	2.2%	-3.5%
100% Juice & Juice Drinks	56.9	59.0	62.7	6.3%	10.2%	5.1	5.2	5.5	6.2%	7.3%
RTD Tea	14.7	14.9	16.2	8.4%	10.1%	1.8	1.9	2.1	8.4%	15.6%
RTD Coffee	0.9	1.4	1.7	14.2%	90.1%	0.1	0.1	0.1	12.6%	92.1%
Energy	2.4	3.0	3.3	12.1%	38.4%	0.2	0.3	0.3	11.8%	37.0%
Value-Added Water	0.3	0.6	0.8	18.8%	155.4%	0.3	0.4	0.5	17.3%	50.2%
Sports Drinks	11.3	9.5	10.8	14.0%	-4.2%	1.7	1.6	1.8	13.6%	4.8%
Water	0.0	0.0	0.0	-	-	11.1	13.9	15.8	13.8%	42.4%

# Appendix B: Data Tables

**BRONX-BROOKLYN BCI COMMUNITY SUMMARY DATA TABLE**

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015 Baseline Estimate	2019 Year 4 Estimate	2020 Year 5 Estimate	2019-20 Percent Change	2015-20 Percent Change	2015 Baseline Estimate	2019 Year 4 Estimate	2020 Year 5 Estimate	2019-20 Percent Change	2015-20 Percent Change
<b>Total</b>	<b>107.5</b>	<b>99.8</b>	<b>87.2</b>	<b>-12.7%</b>	<b>-18.9%</b>	<b>18.3</b>	<b>20.1</b>	<b>17.4</b>	<b>-13.4%</b>	<b>-5.0%</b>
Full-Calorie (>67 Calories per 8 oz.)	99.5	92.5	80.9	-12.6%	-18.7%	7.8	7.3	6.4	-12.5%	-18.4%
Mid-Calorie (41-67 Calories per 8 oz.)	7.4	6.6	5.6	-14.2%	-23.6%	1.1	1.0	0.8	-13.4%	-22.8%
Low-Calorie (5-40 Calories per 8 oz.)	0.7	0.8	0.7	-11.8%	1.1%	0.2	0.4	0.4	2.7%	81.2%
No-Calorie (<5 calories per 8 oz.)	0.0	0.0	0.0	-21.1%	-40.1%	9.2	11.4	9.8	-14.4%	6.5%
CSD	60.0	56.6	49.4	-12.8%	-17.7%	5.8	5.5	4.8	-12.7%	-17.7%
Full-Calorie CSD	59.9	56.5	49.3	-12.7%	-17.7%	4.8	4.5	4.0	-13.0%	-17.1%
No- & Low-Calorie CSD	0.1	0.0	0.0	-28.5%	-54.7%	1.0	0.9	0.8	-11.2%	-20.2%
100% Juice & Juice Drinks	32.2	29.9	26.0	-12.9%	-19.2%	2.6	2.5	2.1	-12.9%	-18.5%
RTD Tea	10.7	8.2	7.3	-11.2%	-32.2%	1.3	1.2	1.1	-6.3%	-16.4%
RTD Coffee	0.6	0.8	0.8	2.1%	43.0%	0.0	0.1	0.1	-6.0%	39.1%
Energy	1.5	2.0	1.5	-24.3%	0.0%	0.2	0.2	0.2	-23.7%	-3.8%
Value-Added Water	0.6	0.5	0.4	-17.6%	-35.2%	0.5	0.4	0.3	-15.8%	-27.4%
Sports Drinks	1.9	1.9	1.9	-3.8%	-3.9%	0.3	0.3	0.3	0.0%	3.3%
Water	0.0	0.0	0.0	-	-	7.6	10.0	8.5	-14.8%	12.1%