

THE BEV 50

The Bev50 Report reveals why consumers are approaching or avoiding the top 50 beverage brands based on data from the Psych-Pulse database of over 45,000 consumer sentiment records.

To schedule a walkthrough of the full report

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For the first time hydration brands dominate the top 10...

RANK	BRAND
1	GATORADE.
2	Coca-Cola
3	BODYARMOR SportWater
4	DUNKIN' ICED COFFEE
5	STARBUCKS Frappuccino chilled coffee drink
6	Lipton
7	vitaminwater GLACÉAU
8	AriZona
9	POWERADE.
10	PEPSI

...WHY? In the report we dig deeply into:

- Where is purchase behavior headed? The patterns we see in how people shop for beverages, and how that will evolve over the coming 1-2 years.
- Which brands and categories are rising to the top? What's driving the top 50 beverage brands and categories? We reveal the key drivers and what business leaders can do to influence growth.
- How can brands drive interest and trigger purchase action in the real world? Do they WANT you? Will they BUY you?

Impulse continues as the dominant driver of our behavior, but price concerns are climbing

