

BEVERAGE WORLD

Top 10 Soft Drink Brands

	1980 Market Share	1980 Cases (000)*	1979 Cases (000)*	Brand Growth
Coke	26.5%	1,451,890.0	1,393,814.4	4.0%
PEPSI	17.9	980,710.6	942,462.9	3.9
Dr Pepper	5.5	301,335.7	292,295.6	3.0
7UP	5.4	295,856.8	301,774.0	(2.0)
TAB	3.2	175,322.6	156,037.1	11.0
RC	3.0	164,364.9	163,543.1	0.5
Sprite	2.8	153,407.2	148,038.1	3.5
Mountain Dew	2.7	147,928.4	137,573.4	7.0
Diet Pepsi	2.5	136,970.8	124,643.4	9.0
Sunkist	1.5	82,182.5	41,000.0	100.0
Top 10	71.0	3,889,969.5	3,701,182.0	5.1
Other Brands	29.0	1,588,860.5	1,596,847.0	(0.5)
Total Industry	100.0	5,478,830.0	5,298,029.0	3.4

* Eight-Ounce Equivalent Cases

Source: BEVERAGE WORLD Estimates Based On Industry Contacts

LACK OF RELIABLE brand share information on soft drinks has confounded industry insiders and frustrated outsiders for years. Available data have, by and large, failed to earn the respect of soft drink executives.

BEVERAGE WORLD has frequently been asked for brand share information. Our consistent response to these queries has been that we had no such information we considered reliable, nor could we recommend a trustworthy source. *Until now.*

In recent months, BEVERAGE WORLD has been approached by statisticians from the ranks of the largest soft drink parent companies. Their input and guidance now enable

us to publish BEVERAGE WORLD's first ranking of the Top 10 Soft Drink Brands.

As you will note from the accompanying chart, our 1980 listing places five brands in the same positions they held in 1979. *Coca-Cola* and *Pepsi-Cola* remain a solid #1 and #2 respectively. *Dr Pepper* displaced *Seven-Up* in the #3 position, as *7UP* sales dropped nearly as much as *Pepper's* grew. The fifth and sixth brands from 1979 switched positions in 1980. When the year ended, *Tab* (#6 in '79) was #5 and *Royal Crown* was #6. *Sprite* held its #7 ranking, as did *Mountain Dew* and *Diet Pepsi* at #8 and #9, respectively. *Sunkist*, whose sales doubled in 1980, pushed its way into the #10 slot. **BW**