

**U.S. LIQUID REFRESHMENT BEVERAGE MARKET
SHARE OF SEGMENT VOLUME BY CALORIE COUNT (r)
2010 – 2016**

Categories	2010	2011	2012	2013	2014	2015	2016
LRB with Zero Calorie	42.2%	43.2%	44.3%	45.1%	46.0%	47.1%	48.4%
LRB with Calories	57.8%	56.8%	55.7%	54.9%	54.0%	52.9%	51.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(r) Revised

Source: Beverage Marketing Corporation