



# 10 ways ever-changing consumer demand affects beverage operations

Whether you're producing healthier drinks, expanding from mass-market brews to more craft beers, as a beverage company—you're fighting for the consumers' fleeting attention, which affects how you provide a more diversified product range.

## What is the impact of changing consumer demand on the beverage industry?

- 1** Recent years have been tough, [reports Beverage-Digest](#). Total sales were down—especially for soft drinks, as many consumers switched to energy drinks, water, and other drinks.
- 2** And yet, soft drink sales still exceed juice sales. Why? Juices are expensive, and can have a negative perception due to high sugar or caloric content, [observes BeverageDaily.com](#).
- 3** As the energy-drink market expands, its product marketing is [under increasing regulatory scrutiny](#) because of health and benefit claims.
- 4** Processing water is expensive. To produce bottled water, the energy to distribute, chill, and collect empties is equal to filling one-quarter of each bottle with oil, [reports Riverkeeper.org](#).
- 5** Packaging, too, is under scrutiny. Consumers have become more aware of product waste, and factor this into their beverage choices, [notes SGS](#).

## How can you meet this changing demand without sacrificing quality?

- 6** Use daily and seasonal forecasting, replenishment planning, inventory optimization, and promotional planning tools to better predict demand.
- 7** Prepare for regulatory scrutiny with proper packaging and labeling.
- 8** For beverages like beer, your scheduling tools should anticipate the changes that occur during fermentation, as well as how long until a batch is ready—so you can schedule the next batch.
- 9** Optimize your formulas to plan for ingredient variability and seasonal availability. You'll be able to take more control of your margins and produce more nutritious beverages. Read more in [Beverage Industry's state of the industry report](#).
- 10** Reduce waste by monitoring your resources. It can take up to 310 liters of water to produce a half-liter of soda and 300 liters of water to make one liter of beer, [reports the New York Times](#). Consider biodegradable materials or [transparent packaging](#), which appeals to eco-conscious consumers. Read more about these trends [in a report from SGS](#).

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