



NBCUniversal

# **BEVERAGE** **QUARTERLY UPDATE 3Q'25**

*Industry Highlights & Media Trends*



# Agenda

1

## Beverage Landscape

Current Landscape & 3Q'25 Media Trends

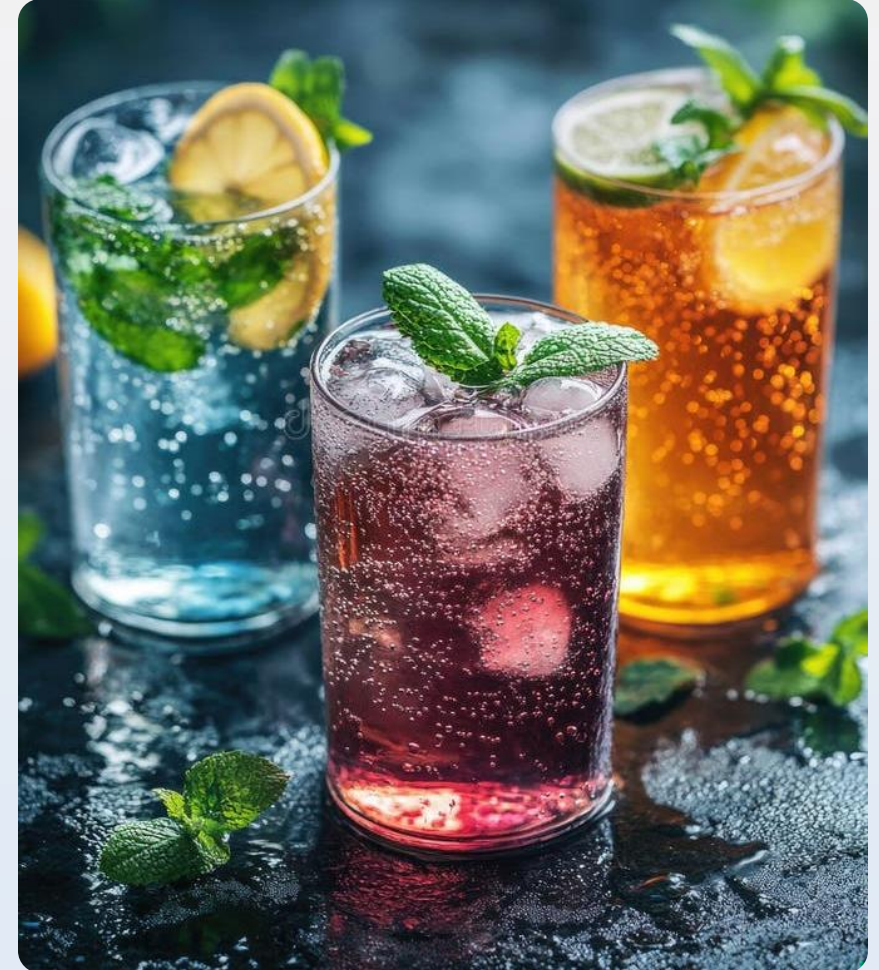
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## Beverage @ NBCU Update

Media Trends, Creative Showcase, & Case Studies

3

## Beverage Upcoming Opportunities At NBCU



# Current **Beverage** Category Dynamics

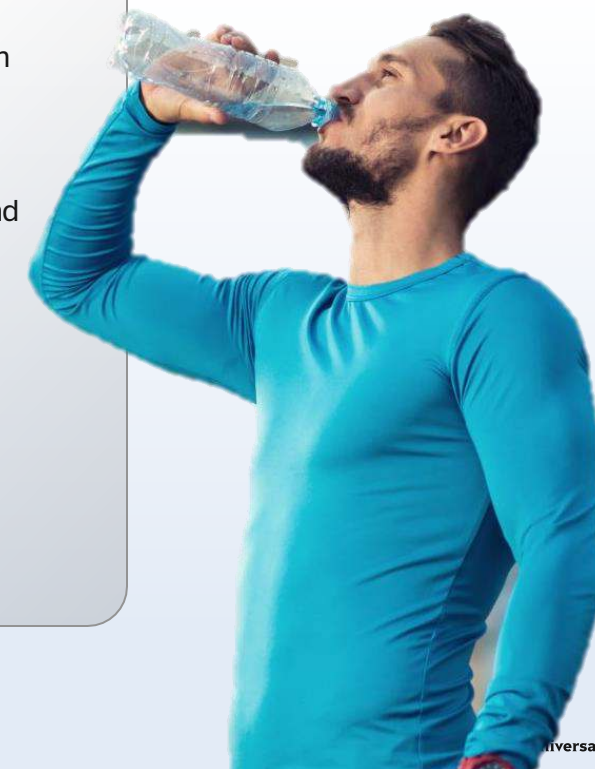
Despite cost pressures and moderation, the beverage category is revitalizing through functional innovation, premiumization, and the rapid growth of low-to-no options

## *Headwinds:*

- **Elevated costs** for key inputs like aluminum, coffee, sugar, and glass, combined with **persistent global trade tariffs**, are pressuring profit margins
- **Lower-income consumers are increasingly price sensitive**, leading to volume declines or a shift to private-label brands
- **Increased regulatory oversight** is challenging functional and energy drink brands, demanding strict compliance in both ingredient formulation and the marketing of health claims
- The accelerating trend of **mindful drinking** and reduced alcohol consumption is challenging the growth potential of alcohol segments

## *Tailwinds:*

- Explosive and sustained growth in the **Functional Beverage** segment (e.g., pre/probiotics for gut health, adaptogens/nootropics for stress/focus)
- Moderated alcohol consumption is fueling growth across the **low- and no-alcohol** beer, wine, and spirits categories
- **Resilience of premium categories** (e.g., high-end spirits and RTD cocktails) continues to perform strongly, often substituting more expensive on-premise bar visits
- Mass reach media (e.g., live events, sports, etc.) remains important to maintain **top-of-mind awareness and cultural status**



# Beverage Category Round Up |

## Industry Marketplace Intelligence

### Changing preferences

reshape alcohol and boost functional beverage growth



The percentage of Americans who say they drink has fallen to a record low at 54%  
([Gallup Poll](#))

The Ready to Drink (RTD) category has matured into a \$13.9B category, now claiming 12.5% of total BevAlc sales, up 3% YoY  
([NielsenIQ](#))

Nutrabolt has increased its investment in supplement and beverage brand Bloom Nutrition to about \$210 million  
([Food Dive](#))

## Latest News

Tariff/policy and market uncertainty

**cloud Beverage outlook**



Coca-Cola has begun rolling out its new cane sugar soda to move away from using high-fructose corn syrup  
([USA Today](#))

Constellation Brands lowered its full-year forecast, citing weak consumer demand—especially among its core Hispanic demographic  
([AP News](#))

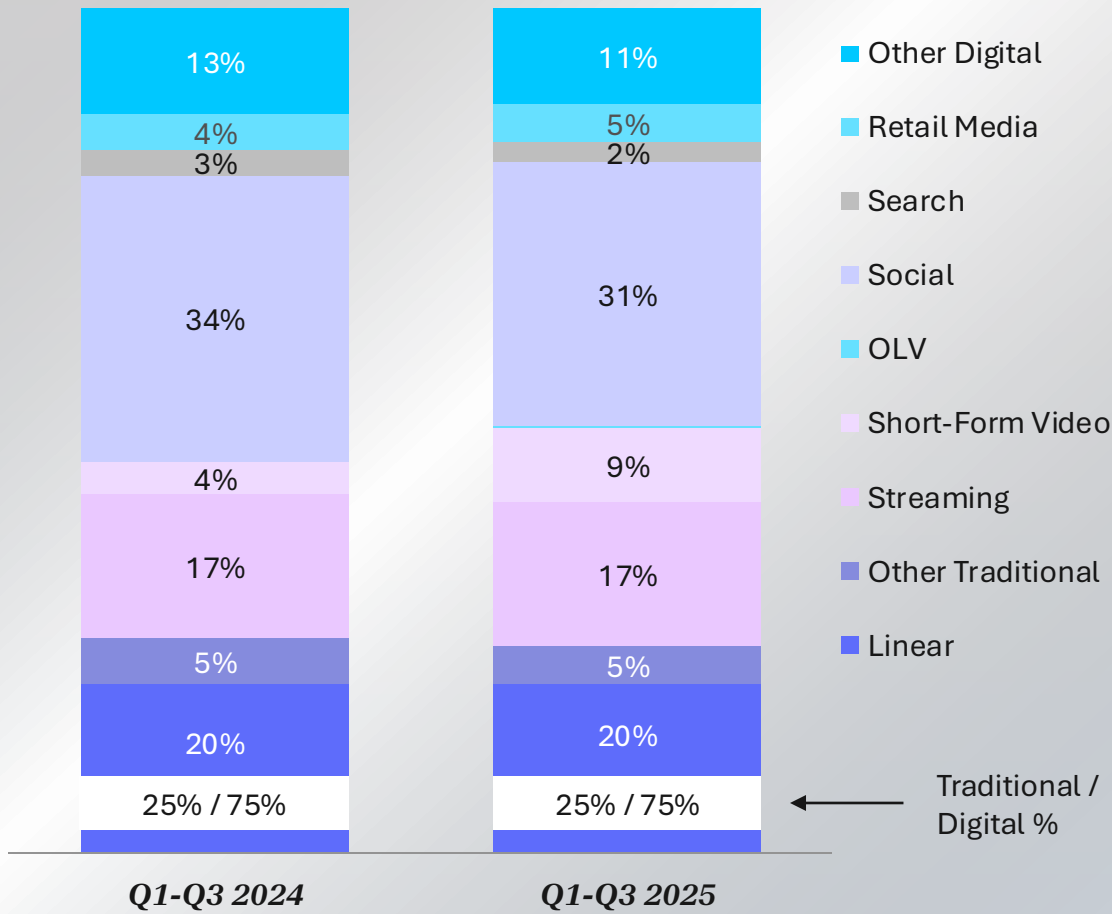
Keurig Dr Pepper acquired JDE Peet's for \$18B, followed by a spin off to boost its struggling coffee unit  
([Food Dive](#))

# Beverage | Marketplace Spend

The category continues to tap into cultural moments and follow consumer behaviors, with growth across the video ecosystem

- Beverage spend is up 10% YoY, driven by both traditional (+6%) and digital (+13%) growth
- Linear spend increased 10% YoY, fueled by Sports advertising, with NFL and College Basketball (+15%)
- Streaming spend continues to grow, up 10% YoY
  - This growth was led by AVOD/SVOD platforms (+22%) and Programmatic streaming (+5%)
- Short-Form Video is growing rapidly, up more than 1.5x YoY, now representing 12% of total digital spend

## Beverage Category Media Mix *Share of Spend*



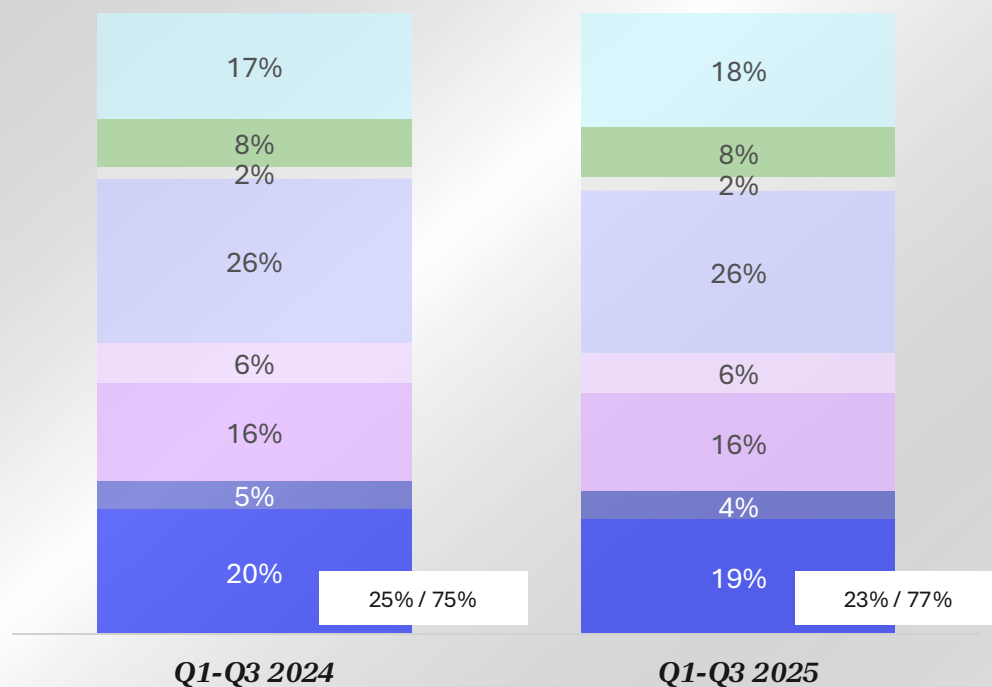


# Beverage Marketplace Spend By Sub-category

Beverage sub-categories see increases in spend across digital video and retail media

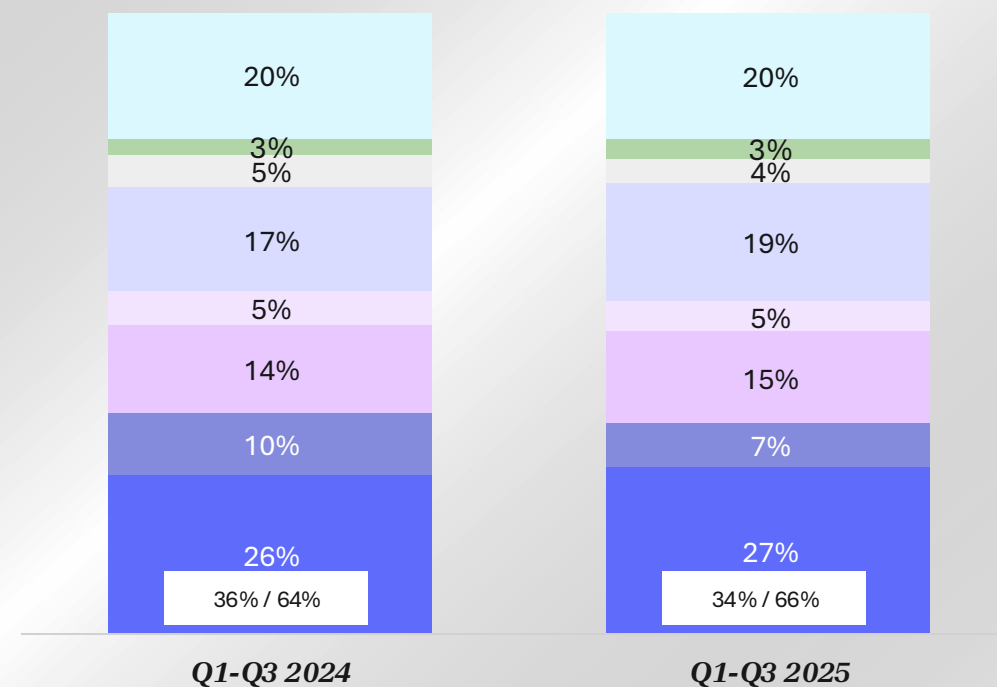
## Non-Alcoholic Beverages

52% of Beverage Spend (Spend ↑ vs. STLY)



## Alcoholic Beverages

48% of Beverage Spend (Spend ↑ vs. STLY)



Linear Other Traditional Streaming Short-Form Video Platforms Social Search Retail Media Other Digital Traditional / Digital %

## Beverage

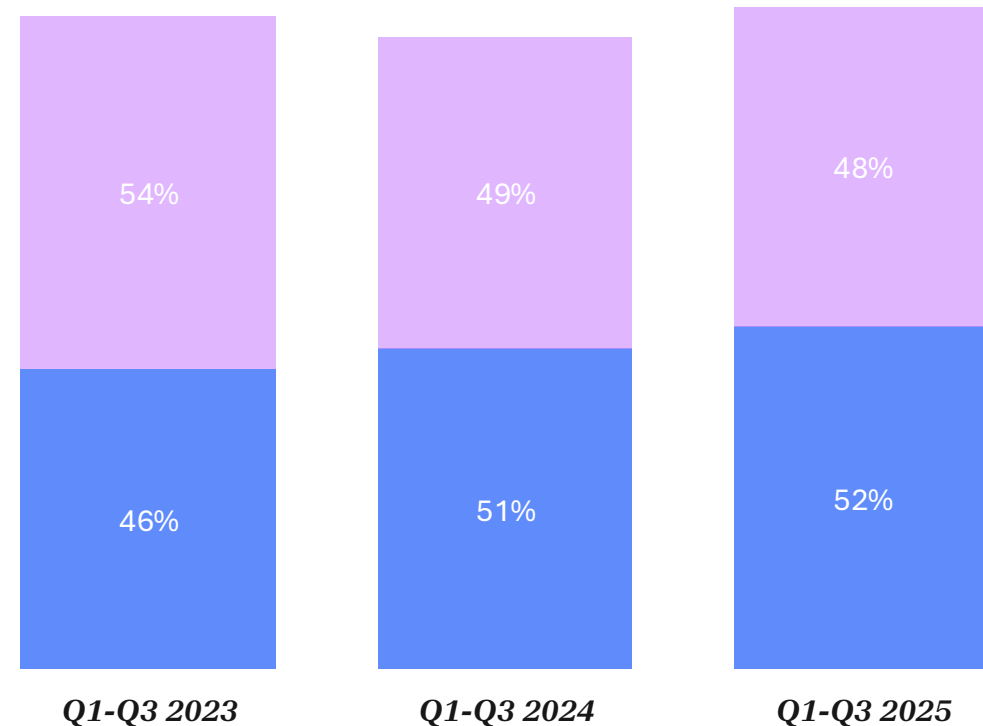
# Marketplace Media Spend Sees Steady Increase in Non-Alc Share Contribution

Alcohol media investment growth was fueled by the **Beer & Ale (+4%)** & **Coolers (+19%)** sub-categories

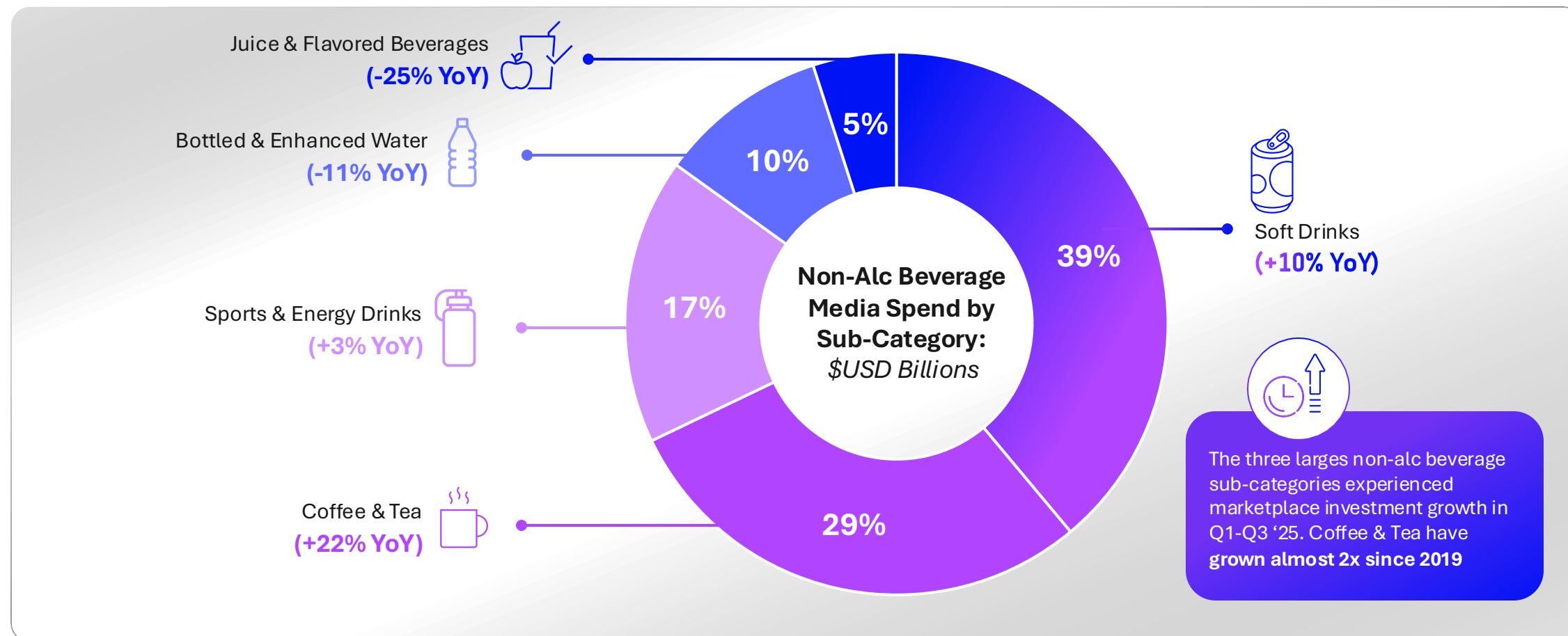
Non-Alcoholic beverage media investment growth was fueled by the **Coffee & Tea (+22%)** & **Soft Drink (+10%)** sub-categories

### Beverage Media Spend by Subcategory \$USD Billions

■ Non-Alcoholic Beverages ■ Alcoholic Beverages

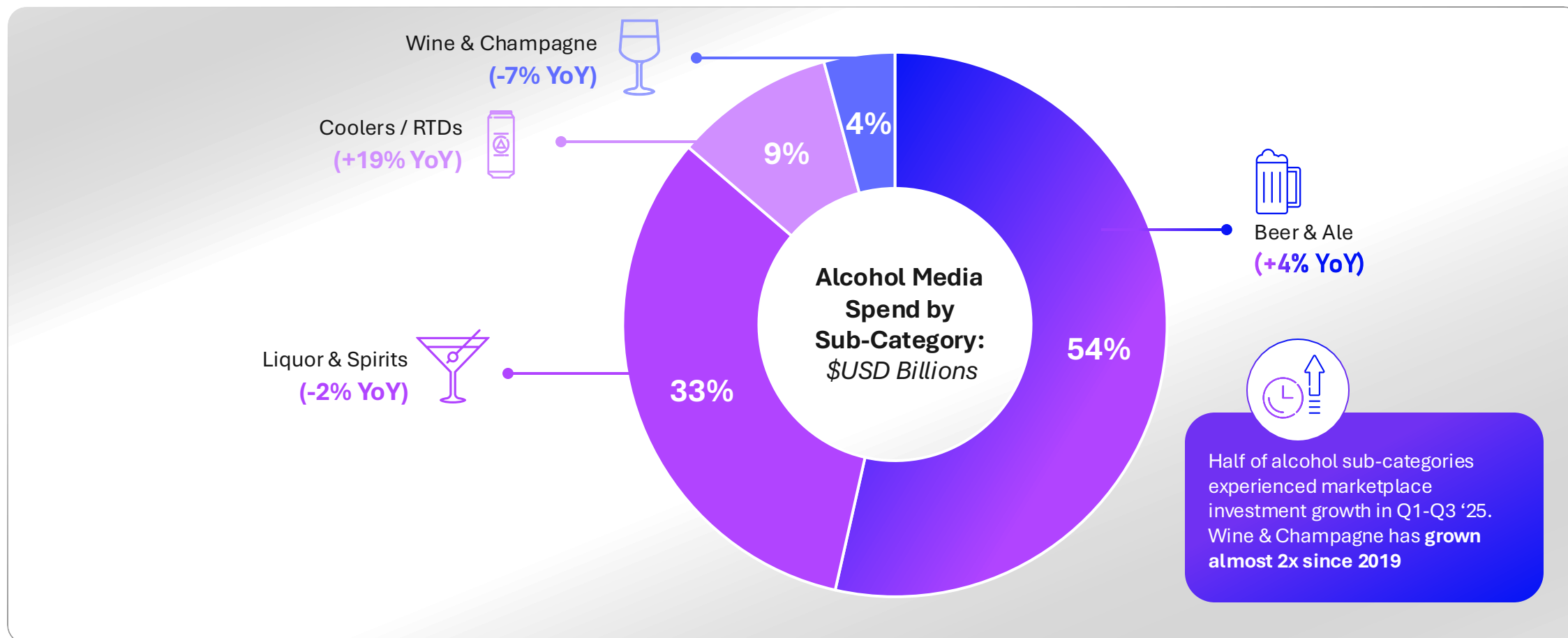


# Over one-third of **Non-Alcoholic Beverage Media** investment is driven by soft drinks





# Over half of **Alcohol Media** investment is driven by Beer & Ale



The largest Q1-Q3 '25 Alcohol spend growers to date are in the  
**Imported Beer,**  
**Whiskey & RTD**  
**Cocktail**  
**Categories**

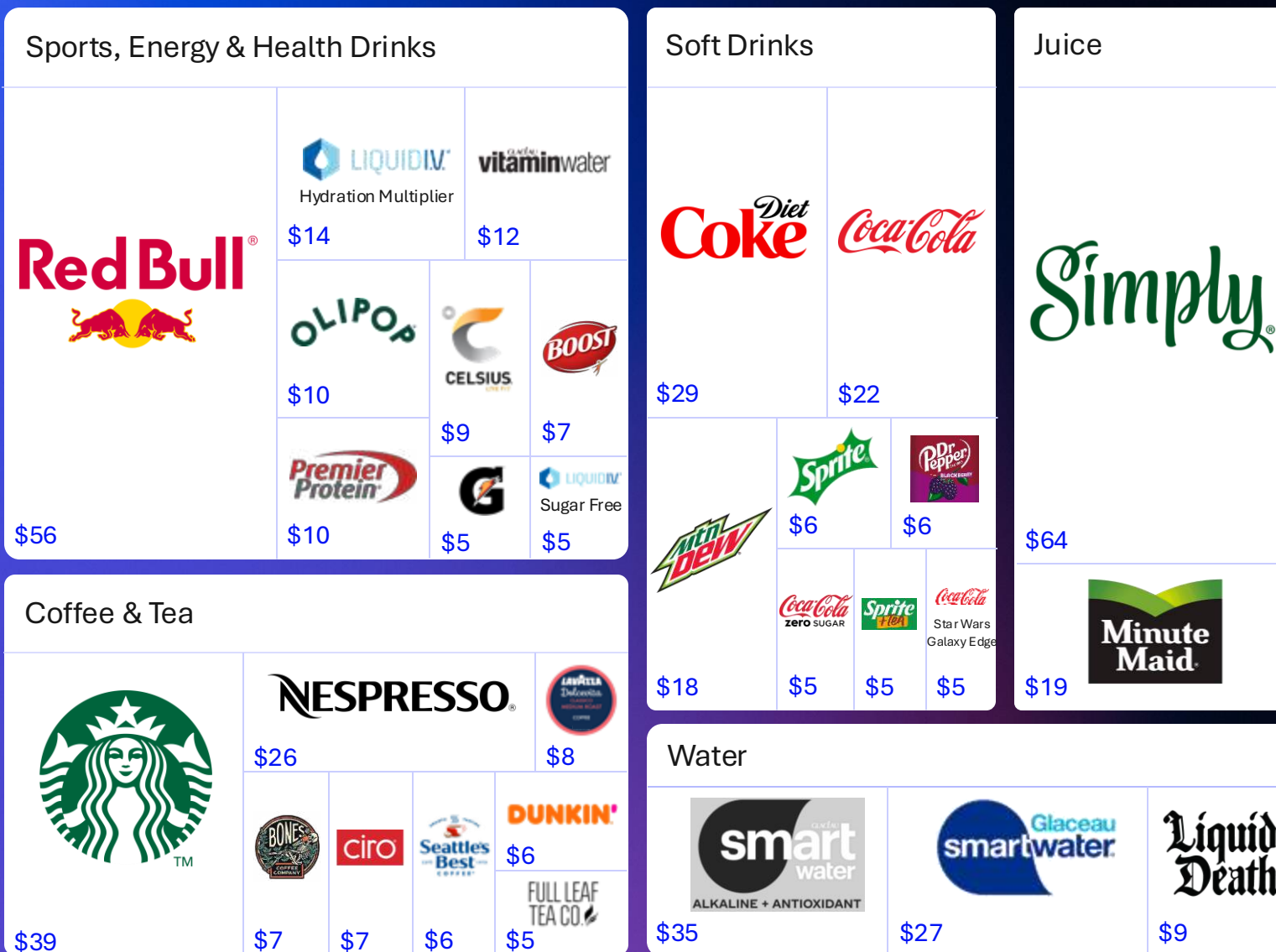
## 2025 Q1-Q3 Alcohol Advertiser Spend Volume Growth by Sub-Category

\$USD Millions



The largest Q1-Q3 '25 Beverage spend growers to date are in the **Soft Drink & Coffee** Categories

## 2025 Q1-Q3 Beverage Advertiser Spend Volume Growth by Sub-Category \$USD Millions





# Beverage NBCU Spend

At NBCU, our Beverage partners are leaning into big moments, premium environments, innovations, & growth audiences



## *Linear*

remains the focal point of investment, with the Sports & Entertainment genres driving investment as brands tap into cultural moments

Entertainment & Sports increased media spend by +15% and +13% YoY, respectively



## *Advanced Buying Paths*

are being prioritized as beverage portfolios seek to strengthen relationships with key consumer segments

Investment in advanced buying increased +19% YoY



## *Streaming*

continues as a key area to engage younger audiences as brands tap into Peacock ad innovations and seek out premium content opportunities

Total streaming grew +32% YoY driven by Peacock Premier, Peacock AX, and Digital Sports



## *Diverse Growth Audiences*

especially Hispanic consumers, are rising in importance and media spend is following - spend is increasing in Spanish Language linear and targeting strategies are including SL content viewers

SL linear grew +12% YoY vs. Q1-Q3 '24

# Creative & Innovation

## Across Beverage @ NBCU

### NBCU Spotlight



#### Guinness x Premier League

To support its sponsorship as the official beer and non-alcoholic beer of the Premier League Guinness was the presenting sponsor of the Premier League season kickoff



### NBCU Spotlight



#### Lavazza x America's Got Talent

Lavazza returned as the Official Coffee of AGT Season 20, building on the success of last year's partnership, including enhanced the collaborations and passive integrations to drive engagement



### NBCU Spotlight



#### Captain Morgan x On Brand with Jimmy Fallon

Captain Morgan was one of ten integrated partners in the one-of-a-kind series featuring Jimmy Fallon and Bozoma St. John that included Super Bowl video campaign



National functional beverage brand **saw significant ROAS** and drove **meaningful penetration to new households** thanks to NBCU's Peacock campaign with Instacart

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instacart

# 6.9x

return on every dollar spent  
on the targeted campaign

## 40%

of buyers **were new brand buyers**

## 23%

of all attributed sales came from **new brand buyers**



Leverage the power of NBCUniversal's

# Content & Audiences to drive impact for your brand & business

2026 Opportunities On The Horizon For the Beverage Category

## Q1'26 Peacock Opportunities



## Women in Sports



## Billboard Latin Women In Music



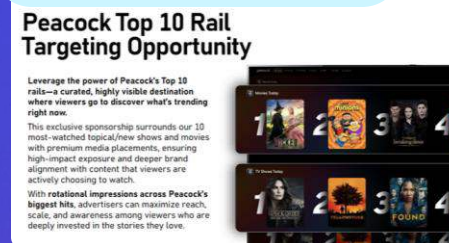
## La Casa de los Famosos, S6



## TODAY Super Bowl Ad Reveal



## Peacock Top 10 Rail



## Virtual Concessions



## NBCU 100





A high-angle, close-up photograph of several hands holding wine glasses, clinking them together in a toast. The glasses contain various types of wine, including red and white. In the background, plates of food, including what appears to be a salad with purple cabbage and a dish with brown sauce, are visible on a table. The lighting is warm and natural, suggesting an indoor setting with large windows.

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**THANK YOU**

**NBCU Beverage Category Strategy Team:**

Dominque Folacci, Nick Cafiero, Ben Cohen