

# U.S. soda sales continue downward spiral

By Phil Wahba, Reuters

Americans cut back on drinking carbonated soft drinks again last year with soda sales reaching their lowest levels in nearly two decades, according to a leading beverage industry newsletter.

Total sales volume fell 3 percent in 2013 to 8.9 billion cases, the ninth straight year of decline and the lowest since 1995, according to Beverage Digest. Soda sales fell 1.2 percent in 2012 and 1 percent in 2011. Each case is equal to 192 liquid ounces.

Soda sales in the United States grew throughout most of the 1990s, before beginning to slow in 1999. Sales have been in decline since 2005.

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