

US: Soy beverages on the rise in US - research

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Soy beverages saw a US growth of 19.3% last year as the category makes a definitive move towards the mainstream, recent research has shown.

While soy beverages have not yet reached the status of household staple, the latest edition of Soy Beverages in the US from Beverage Marketing Corporation shows that beverages, including soymilk and other soy-based drinks, have achieved 'enviable' levels of growth, the company said today (5 August).



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The segment leapt from retail sales of US\$545m in 2001 to \$676m in 2002, an increase of 24%. In 2003, sales jumped by 30% from the previous year. Soymilk/dairy alternatives topped \$1bn for the first time in 2004. Growth of 19.3% from 2006's level propelled the category to retail sales of nearly \$1.7bn in 2007.

The New York-based research and financial services firm reported that soy beverages, once purchased only in natural foods and specialised food outlets, have now entered conventional distribution channels.

With grocery stores now the principal channel for purchase, mass merchandisers and convenience channels now also sell soymilk as a matter of course.