

The Top 10

# Non-Alcoholic Beverage Brands in the U.S.

September 2023





## The Top 10

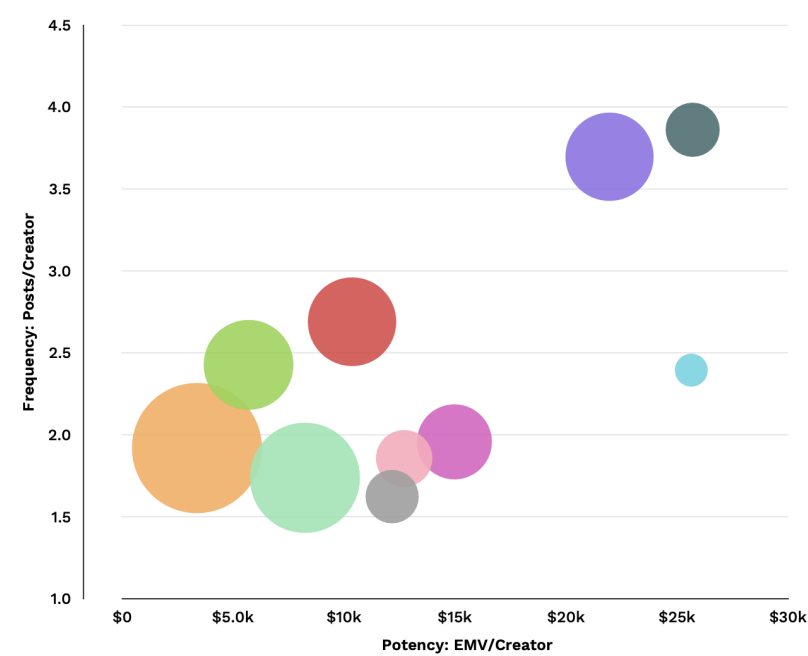
### Non-Alcoholic Beverage Brands in the U.S.

Competitive Set		Total EMV		MoM		YoY
Red Bull	\$21,786,774	<div></div>	▼	12%	▼	4%
Coca-Cola	\$12,645,191	<div></div>	▼	25%	▼	6%
PRIME	\$10,737,417	<div></div>	▲	8%	▲	342%
Celsius	\$10,367,727	<div></div>	▼	47%	▼	33%
Monster Energy	\$9,540,695	<div></div>	▲	18%	▲	14%
Alani Nu	\$7,291,798	<div></div>	▼	10%	▲	72%
Liquid I.V.	\$5,846,033	<div></div>	▼	22%	▲	0%
Pepsi	\$5,206,223	<div></div>	▲	1%	▲	5%
Gatorade	\$4,425,818	<div></div>	▼	4%	▼	15%
Mountain Dew	\$3,541,422	<div></div>	▼	9%	▲	117%

The Top 10

Community Metrics

Community Size, Frequency, and Potency for Non-Alcoholic Beverage Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Red Bull	991	-8%	3.7	-4%	\$22.0k	-4%
Coca-Cola	1,545	3%	1.7	-7%	\$8.3k	-26%
PRIME	716	18%	2.0	3%	\$15.0k	-9%
Celsius	999	-5%	2.7	-10%	\$10.4k	-44%
Monster Energy	373	12%	3.9	-8%	\$25.7k	6%
Alani Nu	2,155	-9%	1.9	-2%	\$3.4k	0%
Liquid I.V.	1,027	-29%	2.4	-10%	\$5.7k	11%
Pepsi	409	-9%	1.9	-17%	\$12.7k	11%
Gatorade	363	-3%	1.6	-24%	\$12.2k	-1%
Mountain Dew	138	3%	2.4	-8%	\$25.7k	-12%

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Brand Highlight



















A Closer Look at Non-Alcoholic Beverage Brands



Vitaminwater experienced an exciting month of growth, securing \$730.9k EMV and an impressive 107% month-over-month gain thanks to a string of partnerships. The beverage brand kicked off the month by announcing a collaboration with competitive gaming organization PWR (@teampwr on Instagram), unveiling a vitaminwater-themed island within viral online video game Fortnite (@fortnite). The brand also teamed up with popular meme pages like Moist Buddha (@moistbuddha), Middle Class Fancy (@middleclassfancy), and Trashcan Paul (@trashcanpaul) to publish content that featured organic-looking product placements tagged #ad. Coming in as one of the brand’s top EMV-generating hashtags, #ad powered \$310.1k via 16 posts, a noteworthy 42% of vitaminwater’s total September EMV. Meanwhile, vitaminwater hit the runway for this year’s New York Fashion Week, sponsoring shows produced by Art Hearts Fashion (@artheartsfashion), which fueled \$97.5k EMV via 50 mentions. Vitaminwater wrapped the month with 155 total posts, a considerable 99% MoM increase.

# What is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Posts by	Engagement via	On Platforms including
 <b>Creators</b>	 <b>Comments</b>	 <b>Instagram</b>
 <b>Brands</b>	 <b>Tweets/Retweets</b>	 <b>Youtube</b>
 <b>Retailers</b>	 <b>Favorites</b>	 <b>Facebook</b>
 <b>Publications</b>	 <b>Likes</b>	 <b>Twitter</b>
	 <b>Pins/Repins</b>	 <b>TikTok</b>
	 <b>Shares</b>	 <b>Pinterest</b>
	 <b>Video Views</b>	 <b>Blogs</b>

## Glossary of terms

### Community Metrics

- Community Size**  
The total number of creators who authored content about a brand within a given time period.
- Posting Frequency**  
The average number of posts authored per creator for a brand within a given time period.
- Creator Potency**  
The average amount of EMV driven per creator for a brand within a given time period.

### Creator Tiers

- Powerhouse Creator**  
Creators with over 1M followers on their primary channel.
- Established Creator**  
Creators with 300k to 1M followers on their primary channel.
- Mid-Tier Creator**  
Creators with 100k to 300k followers on their primary channel.
- Micro-Creator**  
Creators with fewer than 100k followers on their primary channel.

### Others

- Sponsored EMV**  
A post is labelled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”
- Engagements**  
The total number of likes, comments, and shares that content about your brand received.
- Reach**  
The total follower count of the creators who mentioned your brand.
- Impressions**  
How many times content about your brand was viewed by your creator community’s followers.