Using Hoover's First Research Industry Profiles

You can enter a search in the search box or browse industry profiles.

A search for soft drinks can be entered or ....
...you can click on the Browse industry profiles and select the subject area for the industry.

Soft drinks are most likely found under the Food and agriculture grouping. A click on that entry will bring up a screen of choices.
A listing of various subdivisions under Food and agriculture are displayed. Soft drinks fall under the Nonalcoholic Beverage Manufacturing listing.
The Profile Overview screen displays. There is information available from the navigation items on the left-hand side of the screen, as well as information in the center and right hand-column.

Clicking on the Call Prep link will display Fast Facts and other information about the industry.