

Craft Soda Drink Market By Flavor (cola, root beer, citrus, ginger ale, fruit flavored) , By Packaging (glass bottles, cans, fountain) By Distribution Channel (specialty stores, supermarkets/hypermarkets, online channels) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The craft soda drink market was valued at \$674.3 million in 2023, and is projected to reach \$1,000.7 million by 2033, growing at a CAGR of 4.1% from 2024 to 2033.

Craft soda refers to carbonated beverages made in small batches, often using high-quality, natural ingredients. These sodas emphasize unique flavors, artisanal production methods, and avoid artificial sweeteners or preservatives. Craft sodas are often created by independent brands and can offer a more premium, niche alternative to mass-produced soft drinks.

The growth of the global craft soda drink market is driven by surge in demand for unique and innovative flavors, as consumers seek alternatives to traditional soft drinks. With a growing focus on health and wellness, many consumers prefer beverages made with natural ingredients and less sugar, making craft sodas appealing due to their often cleaner ingredient profiles. Research conducted by the Mintel Group in 2020 found that 48% of U.S. consumers expressed a preference for beverages made with natural ingredients over those with artificial components, indicating a significant shift toward craft sodas. Moreover, the trend toward supporting local and artisanal products encourages consumers to choose craft sodas from small, independent brands, boosting their popularity. Furthermore, effective marketing strategies and social media presence help craft soda brands connect with consumers, increasing awareness and thereby

augmenting the market growth. In addition, rise in awareness of environmental issues leads consumers to prefer brands that focus on sustainable sourcing and eco-friendly practices, which boosts the growth of the market. However, craft sodas often use natural ingredients and lack preservatives, which can result in shorter shelf lives, leading to potential waste and inventory management challenges for retailers. In addition, while craft sodas are gaining popularity, many consumers may still be unaware of these products or hesitant to switch from familiar mass-market brands, thereby limiting the market penetration. On the contrary, continuous introduction of new flavors and combinations is expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global craft soda drink market is segmented into flavor, packaging, distribution channel, and region. On the basis of flavor, the market is divided into cola, root beer, citrus, ginger ale, and fruit flavored. As per packaging, it is segregated into glass bottles, cans, and fountain. By distribution channel, it is fragmented into specialty stores, supermarkets/hypermarkets, and online channels. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

On the basis of flavor, the cola segment is expected to dominate the market from 2024 to 2033.

As per packaging, the glass bottles segment is anticipated to exhibit highest growth during the forecast period.

By distribution channel, the specialty stores segment is projected to gain a strong foothold in the global market.

Region wise, North America is likely to emerge as the most lucrative market for craft soda drink in the near future.

Competition Analysis

Competitive analysis and profiles of the major players in the global craft soda drink market include Appalachian Brewing Co, The Coca-Cola Company, Jones Soda Co, Reed's, Inc., PepsiCo, Inc, The Original Craft Soda Company, Crooked Beverage Co, Boylan Bottling Co, Wild Poppy Company, and SIPP Eco Beverage Co. Inc. These major players have adopted various key development strategies such as business

expansion, new product launches, and partnerships to strengthen their foothold in the global market.

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Consumer Buying Behavior Analysis

Consumer Preference and Product Specifications

Expanded list for Company Profiles

Key Market Segments

By Flavor

cola

root beer

citrus

ginger ale

fruit flavored

By Packaging

glass bottles

cans

fountain

By Distribution Channel

specialty stores

supermarkets/hypermarkets

online channels

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Appalachian Brewing Co

The Coca-Cola Company

Jones Soda Co

Reed's, Inc.

PepsiCo, Inc

The Original Craft Soda Company

Crooked Beverage Co

Boylan Bottling Co

Wild Poppy Company

SIPP eco beverage co. Inc.

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