

# **Global Carbonated Soft Drink Market Size study, by Flavour (Cola, Citrus and Others), by Distribution Channel (Hypermarkets, Supermarkets & Mass Merchandisers, Convenience Stores & Gas Stations, Food Service Outlets, Online Stores & D2C and Others), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Carbonated Soft Drink Market is valued approximately at USD 221.6 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.7% over the forecast period 2021-2027. Carbonated soft drinks are non-alcoholic beverages produced using caffeine, clean water, sugar, artificial flavoring elements, natural sweeteners, fruit juice concentrations, preservatives, and coloring agents. Availability of products across the well-spread large scale food providers and rising demand for low-calorie, gluten free and low-carb beverages are fueling the growth. . Also, new product launch by the market players is boosting the demand in the market. For instance, in October 2020, Indian dairy company Amul entered the soft drink market by launching the AmulTru Seltzer. Also, according to Statista, in 2019, low calorie and no calorie carbonated soft drinks largest market share of 62% as compared to regular and mid calories carbonated drinks which had market share of 30.1% and 7.9%. The drink was a blend of fruits, fizz, and dairy and was available in the orange and lemon flavors. Furthermore, technological advances in production process such as labelling and packaging has speed up the production, which is expected to boost the demand in coming years. However, health issues such as obesity, type 2 diabetes and others due to excess consumption of carbonated drinks may hamper the market during forecast period.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are

considered for the regional analysis of the global Carbonated Soft Drink Market. North America is the leading region across the world in terms of market share due to presence of some prominent market player in the region such as The Coca Cola Co. and PepsiCo and increasing demand among younger generation. Whereas Middle East and Africa are anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growing disposable income, rapid urbanization and launch of new products in the region.

Major market player included in this report are:

Anadolu Grubu A.S.  
Jones Soda Co.  
Keurig Dr Pepper Inc.  
Monster Energy Company  
National Beverage Corp.  
PepsiCo  
Refresco Group  
Sodastream International Ltd.  
Suntory Beverage and Food Limited  
The Coca-Cola Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Flavour:

Cola  
Citrus  
Others

By Distribution Channel:

Hypermarkets, Supermarkets & Mass Merchandisers  
Convenience Stores & Gas Stations  
Food Service Outlets  
Online Stores & D2C

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Carbonated Soft Drink Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers  
Investment bankers  
Investors

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