

# **Global Craft Soda Drink Market Size Study, 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) and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Craft Soda Drink Market is valued at approximately USD 674.3 million in 2023 and is anticipated to grow with a healthy growth rate of more than 4.1% over the forecast period 2024-2032. Craft soda, a specialty beverage, is known for its high-quality, natural ingredients, and unique flavors, setting it apart from mass-produced sodas. These artisanal beverages are crafted in small batches, allowing for creativity and experimentation in flavor profiles. With an emphasis on authenticity and distinctive taste, craft sodas have gained popularity among consumers seeking a premium beverage experience. The market has witnessed significant growth due to a shift in consumer preferences towards healthier, more transparent beverage options, driven by an increased awareness of the adverse health effects of artificial additives and synthetic ingredients.

The demand for craft sodas is bolstered by the growing trend towards clean eating and the preference for non-GMO, organic, and locally sourced ingredients. This shift in consumer behavior has resulted in increased market demand for craft sodas, as consumers seek healthier and more genuine beverage options. However, the premium nature of craft sodas, which often use high-quality, natural ingredients and small-batch production methods, contributes to higher production costs. These elevated costs are passed on to consumers, resulting in higher retail prices compared to mainstream sodas. This price differential may limit the broader appeal of craft sodas, particularly

among price-sensitive customers, and pose challenges in achieving widespread distribution and competitive pricing in diverse markets.

Despite these challenges, the market presents substantial opportunities for growth, particularly through the adoption of eco-friendly practices. As consumers become increasingly environmentally conscious, there is a growing demand for products that reflect sustainability and ethical production practices. Craft soda brands that embrace eco-friendly practices, such as using recyclable or biodegradable packaging, sourcing ingredients sustainably, and reducing carbon footprints, are well-positioned to attract this demographic. These initiatives not only meet consumer demands but also enhance brand recognition and open up new avenues for growth in the craft soda industry.

The key regions considered for the global Craft Soda Drink Market study include North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. North America is anticipated to dominate the market due to its strong consumer trend towards artisanal and premium products, supported by an established production infrastructure and a culture of innovation. The region's sophisticated retail environment, coupled with consumer enthusiasm for authentic, high-quality beverages, positions North America as a leading force in the global craft soda drink market. Meanwhile, Asia Pacific is expected to witness significant growth, driven by increasing consumer awareness and the adoption of innovative beverage options in emerging markets.

Major market players included in this report are:

The Original Craft Soda Company

Appalachian Brewing Co

The Coca-Cola Company

PepsiCo, Inc.

SIPP eco beverage co. Inc.

Boylan Bottling Co.

Jones Soda Co.

Crooked Beverage Co.

Wild Poppy Company

Reed's, Inc.

Virgil's

Fizzy Lizzy

Maine Root

Q Drinks

Thomas Kemper Soda

The detailed segments and sub-segment of the market are explained below:

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

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

South Korea

Australia

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East and Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2024 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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