

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.

Contents

CHAPTER 1. GLOBAL CRAFT SODA DRINK MARKET EXECUTIVE SUMMARY

- 1.1. Global Craft Soda Drink Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Flavor
 - 1.3.2. By Packaging
 - 1.3.3. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL CRAFT SODA DRINK MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL CRAFT SODA DRINK MARKET DYNAMICS

3.1. Market Drivers

3.1.1. Increasing Consumer Preference for Natural Ingredients

3.1.2. Rising Health Consciousness

3.2. Market Challenges

3.2.1. High Production Costs Limiting Market Penetration

3.2.2. Price Sensitivity Among Consumers

3.3. Market Opportunities

3.3.1. Adoption of Eco-friendly Practices

3.3.2. Expansion in Emerging Markets

CHAPTER 4. GLOBAL CRAFT SODA DRINK MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

4.1.1. Bargaining Power of Suppliers

4.1.2. Bargaining Power of Buyers

4.1.3. Threat of New Entrants

4.1.4. Threat of Substitutes

4.1.5. Competitive Rivalry

4.1.6. Futuristic Approach to Porter's 5 Force Model

4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

4.2.1. Political

4.2.2. Economical

4.2.3. Social

4.2.4. Technological

4.2.5. Environmental

4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL CRAFT SODA DRINK MARKET SIZE & FORECASTS BY FLAVOR 2022-2032

5.1. Segment Dashboard

5.2. Global Craft Soda Drink Market: Flavor Revenue Trend Analysis, 2022 & 2032 (USD Million)

- 5.2.1. Cola
- 5.2.2. Root Beer
- 5.2.3. Citrus
- 5.2.4. Ginger Ale
- 5.2.5. Fruit Flavored

CHAPTER 6. GLOBAL CRAFT SODA DRINK MARKET SIZE & FORECASTS BY PACKAGING 2022-2032

- 6.1. Segment Dashboard
- 6.2. Global Craft Soda Drink Market: Packaging Revenue Trend Analysis, 2022 & 2032 (USD Million)
 - 6.2.1. Glass Bottles
 - 6.2.2. Cans
 - 6.2.3. Fountain

CHAPTER 7. GLOBAL CRAFT SODA DRINK MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

- 7.1. Segment Dashboard
- 7.2. Global Craft Soda Drink Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Million)
 - 7.2.1. Specialty Stores
 - 7.2.2. Supermarkets/Hypermarkets
 - 7.2.3. Online Channels

CHAPTER 8. GLOBAL CRAFT SODA DRINK MARKET SIZE & FORECASTS BY REGION 2022-2032

- 8.1. North America Craft Soda Drink Market
 - 8.1.1. U.S. Craft Soda Drink Market
 - 8.1.1.1. Flavor breakdown size & forecasts, 2022-2032
 - 8.1.1.2. Packaging breakdown size & forecasts, 2022-2032
 - 8.1.1.3. Distribution Channel breakdown size & forecasts, 2022-2032
 - 8.1.2. Canada Craft Soda Drink Market
 - 8.1.3. Mexico Craft Soda Drink Market
- 8.2. Europe Craft Soda Drink Market
 - 8.2.1. UK Craft Soda Drink Market
 - 8.2.2. Germany Craft Soda Drink Market

- 8.2.3. France Craft Soda Drink Market
- 8.2.4. Spain Craft Soda Drink Market
- 8.2.5. Italy Craft Soda Drink Market
- 8.2.6. Russia Craft Soda Drink Market
- 8.2.7. Rest of Europe Craft Soda Drink Market
- 8.3. Asia-Pacific Craft Soda Drink Market
 - 8.3.1. China Craft Soda Drink Market
 - 8.3.2. Japan Craft Soda Drink Market
 - 8.3.3. India Craft Soda Drink Market
 - 8.3.4. South Korea Craft Soda Drink Market
 - 8.3.5. Australia Craft Soda Drink Market
 - 8.3.6. Thailand Craft Soda Drink Market
 - 8.3.7. Malaysia Craft Soda Drink Market
 - 8.3.8. Indonesia Craft Soda Drink Market
 - 8.3.9. Rest of Asia Pacific Craft Soda Drink Market
- 8.4. Latin America Craft Soda Drink Market
 - 8.4.1. Brazil Craft Soda Drink Market
 - 8.4.2. Argentina Craft Soda Drink Market
 - 8.4.3. Rest of Latin America Craft Soda Drink Market
- 8.5. Middle East & Africa Craft Soda Drink Market
 - 8.5.1. Saudi Arabia Craft Soda Drink Market
 - 8.5.2. South Africa Craft Soda Drink Market
 - 8.5.3. UAE Craft Soda Drink Market
 - 8.5.4. Rest of MEA Craft Soda Drink Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company 3.
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. The Original Craft Soda Company
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Market Strategies

- 9.3.2. Appalachian Brewing Co.
- 9.3.3. The Coca-Cola Company
- 9.3.4. PepsiCo, Inc.
- 9.3.5. SIPP eco beverage co. Inc
- 9.3.6. Boylan Bottling Co.
- 9.3.7. Jones Soda Co.
- 9.3.8. Crooked Beverage Co.
- 9.3.9. Wild Poppy Company
- 9.3.10. Reed's, Inc.
- 9.3.11. Virgil's
- 9.3.12. Fizzy Lizzy
- 9.3.13. Maine Root
- 9.3.14. Q Drinks
- 9.3.15. Thomas Kemper Soda

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes

List Of Tables

LIST OF TABLES

- TABLE 1. Global Craft Soda Drink market, report scope
- TABLE 2. Global Craft Soda Drink market estimates & forecasts by Region 2022-2032 (USD Million)
- TABLE 3. Global Craft Soda Drink market estimates & forecasts by Flavor 2022-2032 (USD Million)
- TABLE 4. Global Craft Soda Drink market estimates & forecasts by Packaging 2022-2032 (USD Million)
- TABLE 5. Global Craft Soda Drink market estimates & forecasts by Distribution Channel 2022-2032 (USD Million)
- TABLE 6. Global Craft Soda Drink market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 7. Global Craft Soda Drink market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 8. Global Craft Soda Drink market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 9. Global Craft Soda Drink market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 10. Global Craft Soda Drink market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 11. Global Craft Soda Drink market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 12. Global Craft Soda Drink market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 13. Global Craft Soda Drink market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 14. Global Craft Soda Drink market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 15. U.S. Craft Soda Drink market estimates & forecasts, 2022-2032 (USD Million)
- TABLE 16. U.S. Craft Soda Drink market estimates & forecasts by segment 2022-2032 (USD Million)
- TABLE 17. U.S. Craft Soda Drink market estimates & forecasts by segment 2022-2032 (USD Million)
- TABLE 18. Canada Craft Soda Drink market estimates & forecasts, 2022-2032 (USD Million)

TABLE 19. Canada Craft Soda Drink market estimates & forecasts by segment
2022-2032 (USD Million)

TABLE 20. Canada Craft Soda Drink market estimates & forecasts by segment
2022-2032 (USD Million)

.....

This list is not complete, the final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Craft Soda Drink market, research methodology
- FIG 2. Global Craft Soda Drink market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Craft Soda Drink market, key trends 2023
- FIG 5. Global Craft Soda Drink market, growth prospects 2022-2032
- FIG 6. Global Craft Soda Drink market, Porter's 5 force model
- FIG 7. Global Craft Soda Drink market, PESTEL analysis
- FIG 8. Global Craft Soda Drink market, value chain analysis
- FIG 9. Global Craft Soda Drink market by segment, 2022 & 2032 (USD Million)
- FIG 10. Global Craft Soda Drink market by segment, 2022 & 2032 (USD Million)
- FIG 11. Global Craft Soda Drink market by segment, 2022 & 2032 (USD Million)
- FIG 12. Global Craft Soda Drink market by segment, 2022 & 2032 (USD Million)
- FIG 13. Global Craft Soda Drink market by segment, 2022 & 2032 (USD Million)
- FIG 14. Global Craft Soda Drink market, regional snapshot 2022 & 2032
- FIG 15. North America Craft Soda Drink market 2022 & 2032 (USD Million)
- FIG 16. Europe Craft Soda Drink market 2022 & 2032 (USD Million)
- FIG 17. Asia Pacific Craft Soda Drink market 2022 & 2032 (USD Million)
- FIG 18. Latin America Craft Soda Drink market 2022 & 2032 (USD Million)
- FIG 19. Middle East & Africa Craft Soda Drink market 2022 & 2032 (USD Million)
- FIG 20. Global Craft Soda Drink market, company market share analysis (2023)

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This list is not complete, the final report does contain more than 50 figures. The list may be updated in the final deliverable.

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