

# **Global Fusion Beverages Market Size study, by Product Type (Fused coffee and tea, Carbonated Drinks, Fusion alcoholic Beverage, Fruit Juice, Energy and Sports Drinks, Others) by Distribution Channel (Off Trade, On Trade) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Fusion Beverages Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Fusion Beverages refers to flavored drink which comes in different flavors such as carbonated drinks that have added carbon dioxide. Fused Tea and Coffee involves a blend of tea and coffee. It can also be an extract of fruit and tea or coffee or a combination of both. Growing beverages industry and shifting focus on of market players on developing sustainable products are key drivers for the growth of Fusion Beverages market. For instance, according to global database management company Statista- In the year 2020, the size of global market for non-alcoholic drinks was estimated at USD 1.03 trillion and as per estimates by the year 2025 the market would amount to USD 1.44 trillion. Also, with the increasing disposable income and rising health awareness among consumers, the adoption & demand for Fusion Beverages is likely to increase the market growth during the forecast period. However, premium pricing of Fusion Beverages and supply chain disruption due to pandemic restriction impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Fusion Beverages market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to rising consumption of fusion beverages and presence of leading market players in the region.

Whereas, Asia-Pacific is anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as growing disposable income and rising beverages industry in the region would create lucrative growth prospects for the Fusion Beverages market across Asia-Pacific region.

Major market player included in this report are:

PepsiCo  
Coca Cola  
Gatorade  
Power Ade.  
Zico Beverages  
Pocari  
100 plus  
Lucozade  
Red Bull GmbH  
Monster Beverage Corporation.

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 Product Type:

Fused coffee and tea  
Carbonated Drinks  
Fusion alcoholic Beverage  
Fruit Juice  
Energy and Sports Drinks  
Others

By Distribution Channel:

Off Trade  
On Trade

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Fusion Beverages 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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