

Global Non-Alcoholic Drinks Market Size study, by Product Type (Soft Drinks, Bottled Water, Tea & Coffee, Juice, Dairy Drinks, Others), by Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Specialty Stores, Online Retailers, Others), by Price Point (Standard, Premium, Luxury) and Regional Forecasts 2022-2032

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Abstracts

Global non-alcoholic drinks market is valued at approximately USD 1300 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.9% over the forecast period 2024-2032. The non-alcoholic drinks market, encompassing a diverse array of beverages such as energy drinks, juices, soft drinks, coffee, tea, bottled water, and probiotics, has witnessed a remarkable evolution over the past decade, driven by shifting consumer preferences. The growth of the market is primarily fueled by health and wellness trends, changing consumer lifestyles, innovations in product development, and effective marketing strategies that emphasize taste, quality, and accessibility.

As individuals increasingly prioritize their well-being, there is a discernible shift away from beverages perceived as unhealthy, such as sugary sodas and alcoholic drinks. This transition has significantly bolstered the popularity of non-alcoholic alternatives, which are often viewed as healthier options due to their lower sugar content, natural ingredients, and functional benefits. Consumers are actively seeking beverages that not only quench their thirst but also contribute positively to their overall health and vitality. This demand is evident in the rising consumption of flavored waters, herbal teas, and functional beverages enriched with vitamins, antioxidants, and other nutrients.

The health and wellness movement has also sparked considerable innovation within the

non-alcoholic drinks market, with companies introducing products that cater to specific health concerns and dietary preferences. The surge in popularity of plant-based milks, for instance, caters to consumers seeking dairy alternatives for health or ethical reasons. Additionally, the emergence of functional beverages such as kombucha and cold-pressed juices aligns with consumer interest in natural remedies and holistic wellness practices. These innovative offerings satisfy the growing demand for healthier beverages and tap into the desire for products that support overall well-being.

However, the market faces significant restraints due to competition from alcoholic beverages, especially in social venues and cultural contexts where alcohol traditionally holds sway. The strong cultural associations and deep-rooted presence of alcoholic beverages in social rituals and gatherings pose a challenge for non-alcoholic alternatives to gain widespread acceptance. Moreover, the widespread marketing and advertising efforts of alcoholic beverage brands, leveraging aspirational imagery and lifestyle branding, further intensify the competition, limiting the market penetration of non-alcoholic drinks.

The price sensitivity of consumers also presents a challenge, particularly for non-alcoholic beverages marketed as premium or containing specialized ingredients. These products tend to be priced higher than conventional sodas or tap water, which deters price-sensitive consumers, especially in regions with limited disposable income. Non-alcoholic beverage manufacturers, therefore, face the challenge of balancing desirable features such as health benefits or exotic flavors with affordability to appeal to a broad consumer base.

E-commerce expansion, however, presents significant opportunities for growth and market reach in the non-alcoholic drinks sector. By leveraging online platforms and direct-to-consumer (DTC) sales models, non-alcoholic beverage brands can overcome traditional distribution barriers, reach a wider audience, and provide personalized shopping experiences. This expanded reach opens new revenue streams and growth opportunities, allowing brands to scale their businesses and increase market share in a digitally connected world. Furthermore, e-commerce platforms offer unparalleled flexibility and agility in product offerings, pricing strategies, and marketing initiatives, driving consumer engagement and loyalty.

The key regions considered for the global Non-Alcoholic Drinks Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is anticipated to dominate the market during the forecast period, driven by a large and rapidly growing population with diverse tastes and preferences. The rising disposable

incomes and urbanization in the region contribute to increased consumer spending on beverages, further boosting market growth. The region's rich cultural heritage and culinary traditions offer opportunities for innovation and localization of non-alcoholic drink offerings to cater to specific tastes and preferences. Additionally, expanding distribution networks, including the proliferation of supermarkets, convenience stores, and online retail platforms, enhance accessibility to non-alcoholic beverages across the region. Whereas, North America is likely to witness significant growth rate over the forecast period of 2024-2032.

Major market players included in this report are:

A.G. Barr

Dr. Pepper Snapple Group

DydoDrinco

Attitude Drinks, Co.

Livewire Energy

Calcol, Inc.

Danone

Nestl? S.A.

PepsiCo, Inc.

The Coca-Cola Company

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

By Product Type:

Soft Drinks

Bottled Water

Tea & Coffee

Juice

Dairy Drinks

Others

By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Specialty Stores

Online Retailers

Others

By Price Point:

Standard

Premium

Luxury

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

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

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 2022 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.

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