

Global Soda Maker Market Size study & Forecast, by Mode of Operation (Manual and Electric), by Distribution Channel (Online and Offline) and Regional Analysis, 2023-2030

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Abstracts

Global Soda Maker Market is valued approximately USD XX Million in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. A soda maker, also referred to as a carbonation system or sparkling water maker, is a convenient appliance designed to carbonate water and produce carbonated beverages right at home. It typically comprises a carbonation unit, a water container or bottle, and sometimes flavoring options for customized drinks. The fundamental process of operating a soda maker involves filling the container with water, inserting it into the carbonation unit, and then injecting pressurized carbon dioxide (CO₂) gas into the water. As the CO₂ dissolves in the water, it creates carbonation or bubbles, resulting in a fizzy beverage. Users have the flexibility to adjust the level of carbonation according to their preference by controlling the duration or frequency of CO₂ release. This simple and efficient method allows individuals to enjoy sparkling water or soda with the desired level of fizziness in the comfort of their homes.

The soda maker market is fizzing with growth, fueled by several key trends. One major driver is the growing consumer demand for customization and health-conscious choices. As per the survey conducted by industry experts in 2023 it was found that 72% of consumers are interested in customizing their beverages, making soda makers appealing with their ability to control the amount of sugar and flavorings. Additionally, concerns about environmental sustainability are playing a role. A 2022 study revealed 54% of consumers are actively reducing their plastic waste, and soda makers offer a reusable alternative to single-use plastic bottles. Furthermore, the convenience factor is enticing consumers, with 68% of those surveyed in a 2023 report valuing quick and

easy beverage preparation at home. These combined factors are creating a bubbly outlook for the future of the soda maker market.

The key regions considered for the Global Soda Maker Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America emerged as the leading market for soda makers, driven by a notable surge in health-conscious consumer behavior across the United States and Canada. A significant factor propelling this demand is the heightened awareness of health and wellness among individuals in these regions. More consumers are actively seeking healthier beverage options and are consequently reducing their consumption of sugary sodas. This shift is influenced by several factors, including a growing understanding of the health hazards linked to excessive sugar consumption, apprehensions regarding artificial sweeteners, and a widespread focus on holistic well-being. As a result, the demand for soda makers has seen a considerable uptick as consumers increasingly opt for homemade carbonated beverages as a healthier alternative to traditional sugary sodas. In 2023, Europe emerged as a significant market for soda makers, capturing a substantial share of the industry. The region's fondness for soda water can be attributed to several key factors. Firstly, European consumers exhibit a strong preference for natural and health-conscious beverages. Carbonated water, in particular, is favored as a healthier alternative to sugary soft drinks, aligning perfectly with the rising demand for nutritious options among consumers. This inclination towards healthier choices has propelled the popularity of soda makers in Europe, as individuals seek convenient ways to enjoy homemade carbonated beverages that meet their wellness goals.

Major market player included in this report are:

SodaStream Inc.

AARKE AB

i-Drink Products Inc

Hamilton Beach Brands Holding Company

Mysoda

iSi GmbH

Drinkpod

Mr. Butler

Sparkel Beverage Systems

CO-Z

Recent Developments in the Market:

In December 2022, Glacier Fresh, a globally recognized provider of water filtration solutions, unveiled its latest innovation, the 'Sparkin Cold Soda Maker.' This soda maker is tailored for home use, delivering chilled sparkling water at the simple touch of a button, providing users with convenient access to refreshing carbonated beverages in the comfort of their own homes.

In February 2022, Karcher revealed its strategic investment in Mysoda, a prominent Finnish manufacturer specializing in sparkling water solutions. This investment marked a significant move aimed at propelling Mysoda's growth trajectory on a global scale. Leveraging Karcher's expertise across various strategic sectors, Mysoda aimed to accelerate its expansion efforts and capitalize on new opportunities within the market.

Global Soda Maker Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Mode of Operation, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Mode of Operation offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Mode of Operation:

Manual

Electric

By Distribution Channel:

Online

Offline

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

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