

Global Soft Drink Concentrates Market Size study & Forecast, by Packaging, Product Type, Sales Channel and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G494BD25A866EN.html>

Date: August 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G494BD25A866EN

Abstracts

The Global Soft Drink Concentrates Market is valued at approximately USD 21.23 billion in 2024 and is projected to expand at a robust CAGR of 5.90% over the forecast period from 2025 to 2035. The demand for soft drink concentrates has steadily gained momentum as manufacturers and retailers strive to deliver cost-effective, shelf-stable, and flavor-intense beverage solutions. With rising global urbanization and evolving consumer lifestyles favoring convenience and customization, concentrate-based drinks—often marketed as economical, space-saving alternatives—have carved out a growing niche in both developed and emerging markets. Their reduced transportation cost, lower packaging requirement, and long shelf life have rendered them a strategic product category for beverage companies striving for sustainability and profit margin optimization.

A surge in health-conscious consumer behavior has encouraged companies to innovate with low-calorie, sugar-free, and functional drink options in concentrate formats. While traditionally dominated by carbonated variants, the market has rapidly diversified into non-carbonated segments such as fruit-based, energy-enhancing, and vitamin-enriched options, attracting a broader demographic. Parallely, e-commerce platforms and D2C (direct-to-consumer) channels have amplified access to customized concentrates, allowing brands to forge deeper consumer engagement. Yet, amid this upsurge, challenges such as shifting regulatory standards concerning sugar content and artificial additives may hinder growth unless brands proactively reformulate and adopt clean-label practices.

From a geographical standpoint, North America is expected to retain a stronghold in the market, backed by a mature food and beverage infrastructure, well-established retail

chains, and ongoing product premiumization. Meanwhile, Europe continues to witness considerable uptake of organic and natural concentrates due to heightened regulatory scrutiny and consumer preference for transparent labeling. The Asia Pacific region is anticipated to chart the fastest growth curve, driven by rising disposable incomes, expansion of retail networks, and the escalating adoption of Western dietary habits. Countries like India, China, and Indonesia are becoming strategic markets, especially as global players partner with local bottlers and expand their product portfolio tailored to regional taste preferences.

Major market player included in this report are:

PepsiCo, Inc.

The Coca-Cola Company

Monster Beverage Corporation

Keurig Dr Pepper Inc.

Cott Corporation

Dohler Group

Big Red, Inc.

Kraft Heinz Company

The Frozen Beverage Company

Royal Crown Cola Company, Inc.

Refresco Group B.V.

Suntory Holdings Limited

National Beverage Corp.

Britvic PLC

Firmenich SA

Global Soft Drink Concentrates Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Packaging:

Bottles

Stand Up Pouches

Cans

By Product Type:

Non-Carbonated

Carbonated

By Sales Channel:

Retail

Institutional Sale

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

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 SOFT DRINK CONCENTRATES MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL SOFT DRINK CONCENTRATES MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Soft Drink Concentrates Market (2024–2035)
- 3.2. Drivers
 - 3.2.1. Increasing demand for convenient, customizable, and shelf-stable beverages
 - 3.2.2. Rising health awareness driving sugar-free and functional beverage formulations
- 3.3. Restraints
 - 3.3.1. Regulatory challenges associated with artificial ingredients and sugar limits
 - 3.3.2. Consumer shift toward fresh and natural beverages
- 3.4. Opportunities
 - 3.4.1. Expansion in emerging markets through local partnerships and digital retailing
 - 3.4.2. Product diversification into non-carbonated and clean-label categories

CHAPTER 4. GLOBAL SOFT DRINK CONCENTRATES INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SOFT DRINK CONCENTRATES MARKET SIZE & FORECASTS BY PACKAGING 2025–2035

- 5.1. Market Overview
- 5.2. Bottles
 - 5.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.2.2. Market Size Analysis, by Region, 2025–2035
- 5.3. Stand Up Pouches
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Cans
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL SOFT DRINK CONCENTRATES MARKET SIZE & FORECASTS BY PRODUCT TYPE 2025–2035

6.1. Market Overview

6.2. Non-Carbonated

6.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.2.2. Market Size Analysis, by Region, 2025–2035

6.3. Carbonated

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

6.3.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 7. GLOBAL SOFT DRINK CONCENTRATES MARKET SIZE & FORECASTS BY SALES CHANNEL 2025–2035

7.1. Market Overview

7.2. Retail

7.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.2.2. Market Size Analysis, by Region, 2025–2035

7.3. Institutional Sale

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.3.2. Market Size Analysis, by Region, 2025–2035

7.4. Online

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035

7.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 8. GLOBAL SOFT DRINK CONCENTRATES MARKET SIZE & FORECASTS BY REGION 2025–2035

8.1. Soft Drink Concentrates Market, Regional Market Snapshot

8.2. Top Leading & Emerging Countries

8.3. North America Soft Drink Concentrates Market

8.3.1. U.S.

8.3.1.1. Packaging Breakdown Size & Forecasts, 2025–2035

8.3.1.2. Product Type Breakdown Size & Forecasts, 2025–2035

8.3.1.3. Sales Channel Breakdown Size & Forecasts, 2025–2035

8.3.2. Canada

8.3.2.1. Packaging Breakdown Size & Forecasts, 2025–2035

8.3.2.2. Product Type Breakdown Size & Forecasts, 2025–2035

8.3.2.3. Sales Channel Breakdown Size & Forecasts, 2025–2035

8.4. Europe Soft Drink Concentrates Market

8.4.1. UK

- 8.4.2. Germany
- 8.4.3. France
- 8.4.4. Spain
- 8.4.5. Italy
- 8.4.6. Rest of Europe
- 8.5. Asia Pacific Soft Drink Concentrates Market
 - 8.5.1. China
 - 8.5.2. India
 - 8.5.3. Japan
 - 8.5.4. Australia
 - 8.5.5. South Korea
 - 8.5.6. Rest of Asia Pacific
- 8.6. Latin America Soft Drink Concentrates Market
 - 8.6.1. Brazil
 - 8.6.2. Mexico
- 8.7. Middle East and Africa Soft Drink Concentrates Market
 - 8.7.1. UAE
 - 8.7.2. Saudi Arabia
 - 8.7.3. South Africa
 - 8.7.4. Rest of Middle East & Africa

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. PepsiCo, Inc.
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Financial Performance (Subject to Data Availability)
 - 9.2.5. Product/Services Port
 - 9.2.6. Recent Development
 - 9.2.7. Market Strategies
 - 9.2.8. SWOT Analysis
- 9.3. The Coca-Cola Company
- 9.4. Monster Beverage Corporation
- 9.5. Keurig Dr Pepper Inc.
- 9.6. Cott Corporation
- 9.7. Dohler Group
- 9.8. Big Red, Inc.

- 9.9. Kraft Heinz Company
- 9.10. The Frozen Beverage Company
- 9.11. Royal Crown Cola Company, Inc.
- 9.12. Refresco Group B.V.
- 9.13. Suntory Holdings Limited
- 9.14. National Beverage Corp.
- 9.15. Britvic PLC
- 9.16. Firmenich SA

List Of Tables

LIST OF TABLES

- Table 1. Global Soft Drink Concentrates Market, Report Scope
- Table 2. Global Soft Drink Concentrates Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Soft Drink Concentrates Market Estimates & Forecasts By Packaging 2024–2035
- Table 4. Global Soft Drink Concentrates Market Estimates & Forecasts By Product Type 2024–2035
- Table 5. Global Soft Drink Concentrates Market Estimates & Forecasts By Sales Channel 2024–2035
- Table 6. U.S. Market Estimates & Forecasts, 2024–2035
- Table 7. Canada Market Estimates & Forecasts, 2024–2035
- Table 8. UK Market Estimates & Forecasts, 2024–2035
- Table 9. Germany Market Estimates & Forecasts, 2024–2035
- Table 10. France Market Estimates & Forecasts, 2024–2035
- Table 11. Spain Market Estimates & Forecasts, 2024–2035
- Table 12. Italy Market Estimates & Forecasts, 2024–2035
- Table 13. Rest of Europe Market Estimates & Forecasts, 2024–2035
- Table 14. China Market Estimates & Forecasts, 2024–2035
- Table 15. India Market Estimates & Forecasts, 2024–2035
- Table 16. Japan Market Estimates & Forecasts, 2024–2035
- Table 17. Australia Market Estimates & Forecasts, 2024–2035
- Table 18. South Korea Market Estimates & Forecasts, 2024–2035
- Table 19. Rest of APAC Market Estimates & Forecasts, 2024–2035
- Table 20. Brazil Market Estimates & Forecasts, 2024–2035
- Table 21. Mexico Market Estimates & Forecasts, 2024–2035
- Table 22. UAE Market Estimates & Forecasts, 2024–2035
- Table 23. Saudi Arabia Market Estimates & Forecasts, 2024–2035
- Table 24. South Africa Market Estimates & Forecasts, 2024–2035
- Table 25. Rest of Middle East & Africa Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Figure 1. Global Soft Drink Concentrates Market, Research Methodology
- Figure 2. Global Soft Drink Concentrates Market, Market Estimation Techniques
- Figure 3. Global Market Size Estimates & Forecast Methods
- Figure 4. Global Soft Drink Concentrates Market, Key Trends 2025
- Figure 5. Global Soft Drink Concentrates Market, Growth Prospects 2024–2035
- Figure 6. Global Soft Drink Concentrates Market, Porter’s Five Forces Model
- Figure 7. Global Soft Drink Concentrates Market, PESTEL Analysis
- Figure 8. Global Soft Drink Concentrates Market, Value Chain Analysis
- Figure 9. Market by Packaging, 2025 & 2035
- Figure 10. Market by Product Type, 2025 & 2035
- Figure 11. Market by Sales Channel, 2025 & 2035
- Figure 12. North America Market, 2025 & 2035
- Figure 13. Europe Market, 2025 & 2035
- Figure 14. Asia Pacific Market, 2025 & 2035
- Figure 15. Latin America Market, 2025 & 2035
- Figure 16. Middle East & Africa Market, 2025 & 2035
- Figure 17. Global Soft Drink Concentrates Market, Company Market Share Analysis (2025)

I would like to order

Product name: Global Soft Drink Concentrates Market Size study & Forecast, by Packaging, Product Type, Sales Channel and Regional Forecasts 2025-2035

Product link: <https://marketpublishers.com/r/G494BD25A866EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G494BD25A866EN.html>