

Global Low-Calorie RTD Beverage Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Low-Calorie RTD Beverage market size was valued at US\$ 446 million in 2024 and is forecast to a readjusted size of USD 593 million by 2031 with a CAGR of 4.2% during review period.

LCBs were defined as low- or no-calorie drinks (without added sugar or sugar-free), including carbonated, ready-to-drink and concentrated soft drinks and squashes, excluding water.

The global low-calorie RTD (Ready-to-Drink) beverage market refers to the market for packaged beverages that are ready to consume and have reduced calorie content. Low-calorie RTD beverages are designed to provide consumers with a convenient and healthier alternative to traditional sugary drinks. The market for low-calorie RTD beverages is driven by factors such as the increasing consumer demand for healthier beverage options, growing awareness of the negative health impacts of high-calorie beverages, and rising concerns about obesity and chronic diseases. Low-calorie RTD beverages typically include options such as diet sodas, sugar-free juices, flavored water, and low-calorie sports drinks. These beverages are formulated with various artificial sweeteners, natural sweeteners, or sugar substitutes to provide sweetness without the high caloric content. The global low-calorie RTD beverage market can be segmented based on beverage type, including carbonated beverages, non-carbonated beverages, energy drinks, and others. It can also be segmented based on distribution channels, such as supermarkets/hypermarkets, convenience stores, online retail, and others. Geographically, the market covers regions such as North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. Market growth is influenced by factors such as changing consumer preferences, increasing health consciousness, and

the availability of low-calorie beverage options in different regions. The market is characterized by ongoing product innovation, with manufacturers focusing on developing low-calorie beverages that offer taste, quality, and nutritional value. Companies also engage in marketing and promotional activities to create awareness and drive consumer adoption of low-calorie RTD beverages. Challenges in the market include competition from other beverage categories, concerns about the safety and health impact of artificial sweeteners, and the need for effective marketing strategies to educate consumers about the benefits of low-calorie options.

This report is a detailed and comprehensive analysis for global Low-Calorie RTD Beverage market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Low-Calorie RTD Beverage market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Low-Calorie RTD Beverage market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Low-Calorie RTD Beverage market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Low-Calorie RTD Beverage market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Low-Calorie RTD Beverage

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Low-Calorie RTD Beverage market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Asahi Breweries, Ltd, Diageo plc., Bacardi Limited, Global Brands Limited, Kold Group, Pepsi, COCA-COLA, Malibu Drinks, Herbal Water, Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Low-Calorie RTD Beverage market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Alcoholic Beverages

Non-Alcoholic Beverages

Market segment by Application

Online Sales

Offline Sales

Major players covered

Asahi Breweries, Ltd

Diageo plc.

Bacardi Limited

Global Brands Limited

Kold Group

Pepsi

COCA-COLA

Malibu Drinks

Herbal Water, Inc.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Low-Calorie RTD Beverage product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Low-Calorie RTD Beverage, with price, sales quantity, revenue, and global market share of Low-Calorie RTD Beverage from 2020 to 2025.

Chapter 3, the Low-Calorie RTD Beverage competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Low-Calorie RTD Beverage breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Low-Calorie RTD Beverage market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Low-Calorie RTD Beverage.

Chapter 14 and 15, to describe Low-Calorie RTD Beverage sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Low-Calorie RTD Beverage Consumption Value by Type: 2020 Versus 2024 Versus 2031
 - 1.3.2 Alcoholic Beverages
 - 1.3.3 Non-Alcoholic Beverages
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Low-Calorie RTD Beverage Consumption Value by Application: 2020 Versus 2024 Versus 2031
 - 1.4.2 Online Sales
 - 1.4.3 Offline Sales
- 1.5 Global Low-Calorie RTD Beverage Market Size & Forecast
 - 1.5.1 Global Low-Calorie RTD Beverage Consumption Value (2020 & 2024 & 2031)
 - 1.5.2 Global Low-Calorie RTD Beverage Sales Quantity (2020-2031)
 - 1.5.3 Global Low-Calorie RTD Beverage Average Price (2020-2031)

2 MANUFACTURERS PROFILES

- 2.1 Asahi Breweries, Ltd
 - 2.1.1 Asahi Breweries, Ltd Details
 - 2.1.2 Asahi Breweries, Ltd Major Business
 - 2.1.3 Asahi Breweries, Ltd Low-Calorie RTD Beverage Product and Services
 - 2.1.4 Asahi Breweries, Ltd Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.1.5 Asahi Breweries, Ltd Recent Developments/Updates
- 2.2 Diageo plc.
 - 2.2.1 Diageo plc. Details
 - 2.2.2 Diageo plc. Major Business
 - 2.2.3 Diageo plc. Low-Calorie RTD Beverage Product and Services
 - 2.2.4 Diageo plc. Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.2.5 Diageo plc. Recent Developments/Updates
- 2.3 Bacardi Limited
 - 2.3.1 Bacardi Limited Details

- 2.3.2 Bacardi Limited Major Business
- 2.3.3 Bacardi Limited Low-Calorie RTD Beverage Product and Services
- 2.3.4 Bacardi Limited Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Bacardi Limited Recent Developments/Updates
- 2.4 Global Brands Limited
 - 2.4.1 Global Brands Limited Details
 - 2.4.2 Global Brands Limited Major Business
 - 2.4.3 Global Brands Limited Low-Calorie RTD Beverage Product and Services
 - 2.4.4 Global Brands Limited Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Global Brands Limited Recent Developments/Updates
- 2.5 Kold Group
 - 2.5.1 Kold Group Details
 - 2.5.2 Kold Group Major Business
 - 2.5.3 Kold Group Low-Calorie RTD Beverage Product and Services
 - 2.5.4 Kold Group Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Kold Group Recent Developments/Updates
- 2.6 Pepsi
 - 2.6.1 Pepsi Details
 - 2.6.2 Pepsi Major Business
 - 2.6.3 Pepsi Low-Calorie RTD Beverage Product and Services
 - 2.6.4 Pepsi Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Pepsi Recent Developments/Updates
- 2.7 COCA-COLA
 - 2.7.1 COCA-COLA Details
 - 2.7.2 COCA-COLA Major Business
 - 2.7.3 COCA-COLA Low-Calorie RTD Beverage Product and Services
 - 2.7.4 COCA-COLA Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 COCA-COLA Recent Developments/Updates
- 2.8 Malibu Drinks
 - 2.8.1 Malibu Drinks Details
 - 2.8.2 Malibu Drinks Major Business
 - 2.8.3 Malibu Drinks Low-Calorie RTD Beverage Product and Services
 - 2.8.4 Malibu Drinks Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

- 2.8.5 Malibu Drinks Recent Developments/Updates
- 2.9 Herbal Water, Inc.
 - 2.9.1 Herbal Water, Inc. Details
 - 2.9.2 Herbal Water, Inc. Major Business
 - 2.9.3 Herbal Water, Inc. Low-Calorie RTD Beverage Product and Services
 - 2.9.4 Herbal Water, Inc. Low-Calorie RTD Beverage Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 Herbal Water, Inc. Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: LOW-CALORIE RTD BEVERAGE BY MANUFACTURER

- 3.1 Global Low-Calorie RTD Beverage Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Low-Calorie RTD Beverage Revenue by Manufacturer (2020-2025)
- 3.3 Global Low-Calorie RTD Beverage Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of Low-Calorie RTD Beverage by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 Low-Calorie RTD Beverage Manufacturer Market Share in 2024
 - 3.4.3 Top 6 Low-Calorie RTD Beverage Manufacturer Market Share in 2024
- 3.5 Low-Calorie RTD Beverage Market: Overall Company Footprint Analysis
 - 3.5.1 Low-Calorie RTD Beverage Market: Region Footprint
 - 3.5.2 Low-Calorie RTD Beverage Market: Company Product Type Footprint
 - 3.5.3 Low-Calorie RTD Beverage Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Low-Calorie RTD Beverage Market Size by Region
 - 4.1.1 Global Low-Calorie RTD Beverage Sales Quantity by Region (2020-2031)
 - 4.1.2 Global Low-Calorie RTD Beverage Consumption Value by Region (2020-2031)
 - 4.1.3 Global Low-Calorie RTD Beverage Average Price by Region (2020-2031)
- 4.2 North America Low-Calorie RTD Beverage Consumption Value (2020-2031)
- 4.3 Europe Low-Calorie RTD Beverage Consumption Value (2020-2031)
- 4.4 Asia-Pacific Low-Calorie RTD Beverage Consumption Value (2020-2031)
- 4.5 South America Low-Calorie RTD Beverage Consumption Value (2020-2031)
- 4.6 Middle East & Africa Low-Calorie RTD Beverage Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Low-Calorie RTD Beverage Sales Quantity by Type (2020-2031)
- 5.2 Global Low-Calorie RTD Beverage Consumption Value by Type (2020-2031)
- 5.3 Global Low-Calorie RTD Beverage Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Low-Calorie RTD Beverage Sales Quantity by Application (2020-2031)
- 6.2 Global Low-Calorie RTD Beverage Consumption Value by Application (2020-2031)
- 6.3 Global Low-Calorie RTD Beverage Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America Low-Calorie RTD Beverage Sales Quantity by Type (2020-2031)
- 7.2 North America Low-Calorie RTD Beverage Sales Quantity by Application (2020-2031)
- 7.3 North America Low-Calorie RTD Beverage Market Size by Country
 - 7.3.1 North America Low-Calorie RTD Beverage Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Low-Calorie RTD Beverage Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe Low-Calorie RTD Beverage Sales Quantity by Type (2020-2031)
- 8.2 Europe Low-Calorie RTD Beverage Sales Quantity by Application (2020-2031)
- 8.3 Europe Low-Calorie RTD Beverage Market Size by Country
 - 8.3.1 Europe Low-Calorie RTD Beverage Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Low-Calorie RTD Beverage Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Low-Calorie RTD Beverage Market Size by Region
 - 9.3.1 Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Low-Calorie RTD Beverage Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Low-Calorie RTD Beverage Sales Quantity by Type (2020-2031)
- 10.2 South America Low-Calorie RTD Beverage Sales Quantity by Application (2020-2031)
- 10.3 South America Low-Calorie RTD Beverage Market Size by Country
 - 10.3.1 South America Low-Calorie RTD Beverage Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Low-Calorie RTD Beverage Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Low-Calorie RTD Beverage Market Size by Country
 - 11.3.1 Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Low-Calorie RTD Beverage Consumption Value by Country (2020-2031)

- 11.3.3 Turkey Market Size and Forecast (2020-2031)
- 11.3.4 Egypt Market Size and Forecast (2020-2031)
- 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
- 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Low-Calorie RTD Beverage Market Drivers
- 12.2 Low-Calorie RTD Beverage Market Restraints
- 12.3 Low-Calorie RTD Beverage Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Low-Calorie RTD Beverage and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Low-Calorie RTD Beverage
- 13.3 Low-Calorie RTD Beverage Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Low-Calorie RTD Beverage Typical Distributors
- 14.3 Low-Calorie RTD Beverage Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Low-Calorie RTD Beverage Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Low-Calorie RTD Beverage Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Asahi Breweries, Ltd Basic Information, Manufacturing Base and Competitors

Table 4. Asahi Breweries, Ltd Major Business

Table 5. Asahi Breweries, Ltd Low-Calorie RTD Beverage Product and Services

Table 6. Asahi Breweries, Ltd Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Asahi Breweries, Ltd Recent Developments/Updates

Table 8. Diageo plc. Basic Information, Manufacturing Base and Competitors

Table 9. Diageo plc. Major Business

Table 10. Diageo plc. Low-Calorie RTD Beverage Product and Services

Table 11. Diageo plc. Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Diageo plc. Recent Developments/Updates

Table 13. Bacardi Limited Basic Information, Manufacturing Base and Competitors

Table 14. Bacardi Limited Major Business

Table 15. Bacardi Limited Low-Calorie RTD Beverage Product and Services

Table 16. Bacardi Limited Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Bacardi Limited Recent Developments/Updates

Table 18. Global Brands Limited Basic Information, Manufacturing Base and Competitors

Table 19. Global Brands Limited Major Business

Table 20. Global Brands Limited Low-Calorie RTD Beverage Product and Services

Table 21. Global Brands Limited Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Global Brands Limited Recent Developments/Updates

Table 23. Kold Group Basic Information, Manufacturing Base and Competitors

Table 24. Kold Group Major Business

Table 25. Kold Group Low-Calorie RTD Beverage Product and Services

Table 26. Kold Group Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Kold Group Recent Developments/Updates

Table 28. Pepsi Basic Information, Manufacturing Base and Competitors

Table 29. Pepsi Major Business

Table 30. Pepsi Low-Calorie RTD Beverage Product and Services

Table 31. Pepsi Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Pepsi Recent Developments/Updates

Table 33. COCA-COLA Basic Information, Manufacturing Base and Competitors

Table 34. COCA-COLA Major Business

Table 35. COCA-COLA Low-Calorie RTD Beverage Product and Services

Table 36. COCA-COLA Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. COCA-COLA Recent Developments/Updates

Table 38. Malibu Drinks Basic Information, Manufacturing Base and Competitors

Table 39. Malibu Drinks Major Business

Table 40. Malibu Drinks Low-Calorie RTD Beverage Product and Services

Table 41. Malibu Drinks Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Malibu Drinks Recent Developments/Updates

Table 43. Herbal Water, Inc. Basic Information, Manufacturing Base and Competitors

Table 44. Herbal Water, Inc. Major Business

Table 45. Herbal Water, Inc. Low-Calorie RTD Beverage Product and Services

Table 46. Herbal Water, Inc. Low-Calorie RTD Beverage Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Herbal Water, Inc. Recent Developments/Updates

Table 48. Global Low-Calorie RTD Beverage Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 49. Global Low-Calorie RTD Beverage Revenue by Manufacturer (2020-2025) & (USD Million)

Table 50. Global Low-Calorie RTD Beverage Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 51. Market Position of Manufacturers in Low-Calorie RTD Beverage, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 52. Head Office and Low-Calorie RTD Beverage Production Site of Key Manufacturer

Table 53. Low-Calorie RTD Beverage Market: Company Product Type Footprint

Table 54. Low-Calorie RTD Beverage Market: Company Product Application Footprint

Table 55. Low-Calorie RTD Beverage New Market Entrants and Barriers to Market Entry

Table 56. Low-Calorie RTD Beverage Mergers, Acquisition, Agreements, and Collaborations

Table 57. Global Low-Calorie RTD Beverage Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 58. Global Low-Calorie RTD Beverage Sales Quantity by Region (2020-2025) & (K Units)

Table 59. Global Low-Calorie RTD Beverage Sales Quantity by Region (2026-2031) & (K Units)

Table 60. Global Low-Calorie RTD Beverage Consumption Value by Region (2020-2025) & (USD Million)

Table 61. Global Low-Calorie RTD Beverage Consumption Value by Region (2026-2031) & (USD Million)

Table 62. Global Low-Calorie RTD Beverage Average Price by Region (2020-2025) & (US\$/Unit)

Table 63. Global Low-Calorie RTD Beverage Average Price by Region (2026-2031) & (US\$/Unit)

Table 64. Global Low-Calorie RTD Beverage Sales Quantity by Type (2020-2025) & (K Units)

Table 65. Global Low-Calorie RTD Beverage Sales Quantity by Type (2026-2031) & (K Units)

Table 66. Global Low-Calorie RTD Beverage Consumption Value by Type (2020-2025) & (USD Million)

Table 67. Global Low-Calorie RTD Beverage Consumption Value by Type (2026-2031) & (USD Million)

Table 68. Global Low-Calorie RTD Beverage Average Price by Type (2020-2025) & (US\$/Unit)

Table 69. Global Low-Calorie RTD Beverage Average Price by Type (2026-2031) & (US\$/Unit)

Table 70. Global Low-Calorie RTD Beverage Sales Quantity by Application (2020-2025) & (K Units)

Table 71. Global Low-Calorie RTD Beverage Sales Quantity by Application (2026-2031) & (K Units)

Table 72. Global Low-Calorie RTD Beverage Consumption Value by Application (2020-2025) & (USD Million)

Table 73. Global Low-Calorie RTD Beverage Consumption Value by Application (2026-2031) & (USD Million)

Table 74. Global Low-Calorie RTD Beverage Average Price by Application (2020-2025) & (US\$/Unit)

Table 75. Global Low-Calorie RTD Beverage Average Price by Application (2026-2031) & (US\$/Unit)

Table 76. North America Low-Calorie RTD Beverage Sales Quantity by Type (2020-2025) & (K Units)

Table 77. North America Low-Calorie RTD Beverage Sales Quantity by Type (2026-2031) & (K Units)

Table 78. North America Low-Calorie RTD Beverage Sales Quantity by Application (2020-2025) & (K Units)

Table 79. North America Low-Calorie RTD Beverage Sales Quantity by Application (2026-2031) & (K Units)

Table 80. North America Low-Calorie RTD Beverage Sales Quantity by Country (2020-2025) & (K Units)

Table 81. North America Low-Calorie RTD Beverage Sales Quantity by Country (2026-2031) & (K Units)

Table 82. North America Low-Calorie RTD Beverage Consumption Value by Country (2020-2025) & (USD Million)

Table 83. North America Low-Calorie RTD Beverage Consumption Value by Country (2026-2031) & (USD Million)

Table 84. Europe Low-Calorie RTD Beverage Sales Quantity by Type (2020-2025) & (K Units)

Table 85. Europe Low-Calorie RTD Beverage Sales Quantity by Type (2026-2031) & (K Units)

Table 86. Europe Low-Calorie RTD Beverage Sales Quantity by Application (2020-2025) & (K Units)

Table 87. Europe Low-Calorie RTD Beverage Sales Quantity by Application (2026-2031) & (K Units)

Table 88. Europe Low-Calorie RTD Beverage Sales Quantity by Country (2020-2025) & (K Units)

Table 89. Europe Low-Calorie RTD Beverage Sales Quantity by Country (2026-2031) & (K Units)

Table 90. Europe Low-Calorie RTD Beverage Consumption Value by Country (2020-2025) & (USD Million)

Table 91. Europe Low-Calorie RTD Beverage Consumption Value by Country (2026-2031) & (USD Million)

Table 92. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Type (2020-2025) & (K Units)

Table 93. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Type (2026-2031)

& (K Units)

Table 94. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Application (2020-2025) & (K Units)

Table 95. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Application (2026-2031) & (K Units)

Table 96. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Region (2020-2025) & (K Units)

Table 97. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity by Region (2026-2031) & (K Units)

Table 98. Asia-Pacific Low-Calorie RTD Beverage Consumption Value by Region (2020-2025) & (USD Million)

Table 99. Asia-Pacific Low-Calorie RTD Beverage Consumption Value by Region (2026-2031) & (USD Million)

Table 100. South America Low-Calorie RTD Beverage Sales Quantity by Type (2020-2025) & (K Units)

Table 101. South America Low-Calorie RTD Beverage Sales Quantity by Type (2026-2031) & (K Units)

Table 102. South America Low-Calorie RTD Beverage Sales Quantity by Application (2020-2025) & (K Units)

Table 103. South America Low-Calorie RTD Beverage Sales Quantity by Application (2026-2031) & (K Units)

Table 104. South America Low-Calorie RTD Beverage Sales Quantity by Country (2020-2025) & (K Units)

Table 105. South America Low-Calorie RTD Beverage Sales Quantity by Country (2026-2031) & (K Units)

Table 106. South America Low-Calorie RTD Beverage Consumption Value by Country (2020-2025) & (USD Million)

Table 107. South America Low-Calorie RTD Beverage Consumption Value by Country (2026-2031) & (USD Million)

Table 108. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Type (2020-2025) & (K Units)

Table 109. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Type (2026-2031) & (K Units)

Table 110. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Application (2020-2025) & (K Units)

Table 111. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Application (2026-2031) & (K Units)

Table 112. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Country (2020-2025) & (K Units)

Table 113. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity by Country (2026-2031) & (K Units)

Table 114. Middle East & Africa Low-Calorie RTD Beverage Consumption Value by Country (2020-2025) & (USD Million)

Table 115. Middle East & Africa Low-Calorie RTD Beverage Consumption Value by Country (2026-2031) & (USD Million)

Table 116. Low-Calorie RTD Beverage Raw Material

Table 117. Key Manufacturers of Low-Calorie RTD Beverage Raw Materials

Table 118. Low-Calorie RTD Beverage Typical Distributors

Table 119. Low-Calorie RTD Beverage Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Low-Calorie RTD Beverage Picture

Figure 2. Global Low-Calorie RTD Beverage Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Low-Calorie RTD Beverage Revenue Market Share by Type in 2024

Figure 4. Alcoholic Beverages Examples

Figure 5. Non-Alcoholic Beverages Examples

Figure 6. Global Low-Calorie RTD Beverage Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Global Low-Calorie RTD Beverage Revenue Market Share by Application in 2024

Figure 8. Online Sales Examples

Figure 9. Offline Sales Examples

Figure 10. Global Low-Calorie RTD Beverage Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global Low-Calorie RTD Beverage Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global Low-Calorie RTD Beverage Sales Quantity (2020-2031) & (K Units)

Figure 13. Global Low-Calorie RTD Beverage Price (2020-2031) & (US\$/Unit)

Figure 14. Global Low-Calorie RTD Beverage Sales Quantity Market Share by Manufacturer in 2024

Figure 15. Global Low-Calorie RTD Beverage Revenue Market Share by Manufacturer in 2024

Figure 16. Producer Shipments of Low-Calorie RTD Beverage by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 17. Top 3 Low-Calorie RTD Beverage Manufacturer (Revenue) Market Share in 2024

Figure 18. Top 6 Low-Calorie RTD Beverage Manufacturer (Revenue) Market Share in 2024

Figure 19. Global Low-Calorie RTD Beverage Sales Quantity Market Share by Region (2020-2031)

Figure 20. Global Low-Calorie RTD Beverage Consumption Value Market Share by Region (2020-2031)

Figure 21. North America Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 22. Europe Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Million)

Figure 23. Asia-Pacific Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 24. South America Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 25. Middle East & Africa Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 26. Global Low-Calorie RTD Beverage Sales Quantity Market Share by Type (2020-2031)

Figure 27. Global Low-Calorie RTD Beverage Consumption Value Market Share by Type (2020-2031)

Figure 28. Global Low-Calorie RTD Beverage Average Price by Type (2020-2031) & (US\$/Unit)

Figure 29. Global Low-Calorie RTD Beverage Sales Quantity Market Share by Application (2020-2031)

Figure 30. Global Low-Calorie RTD Beverage Revenue Market Share by Application (2020-2031)

Figure 31. Global Low-Calorie RTD Beverage Average Price by Application (2020-2031) & (US\$/Unit)

Figure 32. North America Low-Calorie RTD Beverage Sales Quantity Market Share by Type (2020-2031)

Figure 33. North America Low-Calorie RTD Beverage Sales Quantity Market Share by Application (2020-2031)

Figure 34. North America Low-Calorie RTD Beverage Sales Quantity Market Share by Country (2020-2031)

Figure 35. North America Low-Calorie RTD Beverage Consumption Value Market Share by Country (2020-2031)

Figure 36. United States Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 37. Canada Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 38. Mexico Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 39. Europe Low-Calorie RTD Beverage Sales Quantity Market Share by Type (2020-2031)

Figure 40. Europe Low-Calorie RTD Beverage Sales Quantity Market Share by Application (2020-2031)

Figure 41. Europe Low-Calorie RTD Beverage Sales Quantity Market Share by Country (2020-2031)

Figure 42. Europe Low-Calorie RTD Beverage Consumption Value Market Share by Country (2020-2031)

Figure 43. Germany Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 44. France Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 45. United Kingdom Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 46. Russia Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 47. Italy Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 48. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity Market Share by Type (2020-2031)

Figure 49. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity Market Share by Application (2020-2031)

Figure 50. Asia-Pacific Low-Calorie RTD Beverage Sales Quantity Market Share by Region (2020-2031)

Figure 51. Asia-Pacific Low-Calorie RTD Beverage Consumption Value Market Share by Region (2020-2031)

Figure 52. China Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 53. Japan Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 54. South Korea Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 55. India Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 56. Southeast Asia Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 57. Australia Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 58. South America Low-Calorie RTD Beverage Sales Quantity Market Share by Type (2020-2031)

Figure 59. South America Low-Calorie RTD Beverage Sales Quantity Market Share by Application (2020-2031)

Figure 60. South America Low-Calorie RTD Beverage Sales Quantity Market Share by Country (2020-2031)

Figure 61. South America Low-Calorie RTD Beverage Consumption Value Market

Share by Country (2020-2031)

Figure 62. Brazil Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 63. Argentina Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 64. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity Market Share by Type (2020-2031)

Figure 65. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity Market Share by Application (2020-2031)

Figure 66. Middle East & Africa Low-Calorie RTD Beverage Sales Quantity Market Share by Country (2020-2031)

Figure 67. Middle East & Africa Low-Calorie RTD Beverage Consumption Value Market Share by Country (2020-2031)

Figure 68. Turkey Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 69. Egypt Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 70. Saudi Arabia Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 71. South Africa Low-Calorie RTD Beverage Consumption Value (2020-2031) & (USD Million)

Figure 72. Low-Calorie RTD Beverage Market Drivers

Figure 73. Low-Calorie RTD Beverage Market Restraints

Figure 74. Low-Calorie RTD Beverage Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Low-Calorie RTD Beverage in 2024

Figure 77. Manufacturing Process Analysis of Low-Calorie RTD Beverage

Figure 78. Low-Calorie RTD Beverage Industrial Chain

Figure 79. Sales Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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