

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Craft Soda Market 2018, Forecast to 2023

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Abstracts

Craft soda, also known as specialty, small-batch, or artisanal soda, is a kind of soda drink brewed in small batches and contain natural ingredients, including natural sweeteners like pure cane sugar, stevia, and honey.

Craft sodas can cost three times as much as a traditional one and they often are in four packs, rather than six- or 12-packs. For instance, a four-pack of 12-ounce glass bottles of Dry Sparkling, a juniper-flavored soda, costs \$5.99, for example, and contain less soda than a regular carbonated beverage. With traditional colas and other soft drinks under attack by nutritionists, craft soft drinks -- also known as artisanal, specialty or small-batch soda -- are capturing share by hyping premium and natural ingredients, creative flavors, limited runs, unusual packaging or their local roots.

SCOPE OF THE REPORT:

This report focuses on the Craft Soda in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

North America is the biggest production areas for Craft Soda, taking over 94.97% market share in 2017 (based on output volume), Europe followed the second, with about 4.10% market share. The Consumption market is also concentrated in North America and Europe for now, while sales of Craft Soda in Asia countries may see significant growth in the future.

In the international market, the marketing channels characteristic differ from company to company. The international leading companies prefer setting up factories directly into aimed market, and taking own sales department to expand market. The giant companies are more likely to set their own big agents in some major countries and

regions taking charge of regional business building their international market position. Companies in developing countries such as China and India, in contrast, put more effort on relatively direct selling business.

The worldwide market for Craft Soda is expected to grow at a CAGR of roughly 5.8% over the next five years, will reach 840 million US\$ in 2023, from 600 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Pepsi

Jones Soda Co

Reed's, Inc.

Appalachian Brewing Co

Boylan Bottling Co

SIPP eco beverage co. Inc.

Crooked Beverage Co.

JustCraft Soda

Gus

Q Drinks

Tuxen Brewing Company

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Natural Craft Soda

Organic Craft Soda

Market Segment by Applications, can be divided into

Teenagers

Young Adults

Middle-aged and Elderly

There are 15 Chapters to deeply display the global Craft Soda market.

Chapter 1, to describe Craft Soda Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Craft Soda, with sales, revenue, and price of Craft Soda, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Craft Soda, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these

regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Craft Soda market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Craft Soda sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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