

Global Soft Drink Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Soft Drink market size was valued at USD 131240 million in 2023 and is forecast to a readjusted size of USD 161050 million by 2030 with a CAGR of 3.0% during review period.

Soft drink, any of a class of nonalcoholic beverages, usually but not necessarily carbonated, normally containing a natural or artificial sweetening agent, edible acids, natural or artificial flavors, and sometimes juice. Natural flavors are derived from fruits, nuts, berries, roots, herbs, and other plant sources.

Soft drinks are called 'soft' in contrast to 'hard drinks' (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic.

Asia-Pacific is the largest Soft Drinks market with about 33% market share. Latin America is follower, accounting for about 19% market share.

The key players are Coca-Cola, PepsiCo, Nestle, Suntory, Danone, Dr Pepper Snapple, Red Bull, Asahi Soft Drinks, Kirin, Otsuka Holdings, Unilever Group, Arizona Beverage, B Natural, POM Wonderful, Highland Spring, Ito En, Britvic, Innocent Drinks, A.G. Barr, Rasna, Parle Agro, Bisleri International, Bottlegreen Drinks, Epicurex, F&N Foods, Ting Hsin International Group, Hangzhou Wahaha Group, Nongfu Spring, Uni-President Enterprises, Jiaduobao Group etc. Top 3 companies occupied about 35% market share.

The Global Info Research report includes an overview of the development of the Soft Drink industry chain, the market status of Online Sales (Carbonated Soft Drinks, Juices), Offline Sales (Carbonated Soft Drinks, Juices), and key enterprises in

developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Soft Drink.

Regionally, the report analyzes the Soft Drink markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Soft Drink market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Soft Drink market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Soft Drink industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., Carbonated Soft Drinks, Juices).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Soft Drink market.

Regional Analysis: The report involves examining the Soft Drink market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Soft Drink market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Soft Drink:

Company Analysis: Report covers individual Soft Drink manufacturers, suppliers, and

other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Soft Drink. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Sales, Offline Sales).

Technology Analysis: Report covers specific technologies relevant to Soft Drink. It assesses the current state, advancements, and potential future developments in Soft Drink areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Soft Drink market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Soft Drink market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Carbonated Soft Drinks

Juices

RTD Tea and Coffee

Others

Market segment by Application

Online Sales

Offline Sales

Major players covered

Keko Marketing (M) Sdn. Bhd

Coca-Cola

PepsiCo

Red Bull

Dr Pepper Snapple

Nestle Waters

Danone

Tingyi

Arizona Beverages

B Natural

Bai

Bisleri

Britvic

Dabur

Kraft

MD Drinks

Monster Beverage

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 Soft Drink product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Soft Drink, with price, sales, revenue and global market share of Soft Drink from 2019 to 2024.

Chapter 3, the Soft Drink competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Soft Drink breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Soft Drink market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Soft Drink.

Chapter 14 and 15, to describe Soft Drink sales channel, distributors, customers, research findings and conclusion.

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