

Global Sugar-free and Low-sugar Beverages Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Sugar-free and Low-sugar Beverages market size is expected to reach \$ 8642 million by 2032, rising at a market growth of 9.0% CAGR during the forecast period (2026-2032).

Sugar-free and low-sugar drinks include sugar-free soft beverages, low-sugar fruit juices, low-sugar teas, and plant-based drinks, widely used in daily diets and sports nutrition. The main raw materials for these products include natural sweeteners (such as erythritol, stevia, and aspartame), tea leaves, fruit juice ingredients, and plant proteins. These ingredients provide flavor and sweetness while maintaining low-sugar or sugar-free characteristics. With increasing health awareness, consumer demand for low-sugar and sugar-free beverages is growing rapidly, especially among young people and those who prioritize healthy eating.

Downstream supply relationships mainly involve beverage manufacturers and distributors, who supply sugar-free and low-sugar beverages to supermarkets, convenience stores, e-commerce platforms, and fitness centers.

In terms of business opportunities, with changing consumer health concepts and the increasing prevalence of chronic diseases such as diabetes and obesity, the market demand for low-sugar and sugar-free beverages will continue to grow. Especially in North America, Europe, and the Asia-Pacific region, the market potential is enormous due to increasing consumer preference for natural ingredients and sugar-free beverages.

The market prospects for sugar-free and low-sugar beverages are quite optimistic. With increasing global consumer health awareness, especially regarding chronic diseases such as obesity and diabetes, the demand for low-sugar and sugar-free beverages continues to grow. The younger generation is more inclined to choose sugar-free or low-sugar drinks, especially after exercise or in daily consumption. With the popularity of fitness and healthy lifestyles, these drinks have become an important part of daily life.

At the same time, technological innovations and applications of sugar substitutes have provided more flavor options for sugar-free and low-sugar beverages, meeting consumers' demand for both deliciousness and health.

As the global market's preference for low-sugar and sugar-free beverages increases, particularly in North America, Europe, and the Asia-Pacific region, manufacturers are gradually expanding their product portfolios in this category. Beverage brands are accelerating the launch of more innovative products, including low-sugar juices, sugar-free teas, and plant-based beverages, driving the development of this segment.

Furthermore, the rapid growth of e-commerce and online sales channels has further increased the market penetration of sugar-free and low-sugar beverages, allowing consumers to purchase these healthy drinks more conveniently.

Despite intense market competition, the market potential is enormous as consumer demand for healthy beverages continues to grow. Brands that continuously improve product quality, diversify flavors, and strengthen brand building are able to stand out in this rapidly growing market. Overall, sugar-free and low-sugar beverages are becoming a significant growth driver in the global beverage industry and will continue to attract consumer attention in the coming years.

This report studies the global Sugar-free and Low-sugar Beverages demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sugar-free and Low-sugar Beverages, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Sugar-free and Low-sugar Beverages that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Sugar-free and Low-sugar Beverages total market, 2021-2032, (USD Million)

Global Sugar-free and Low-sugar Beverages total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Sugar-free and Low-sugar Beverages total market, key domestic companies, and share, (USD Million)

Global Sugar-free and Low-sugar Beverages revenue by player, revenue and market share 2021-2026, (USD Million)

Global Sugar-free and Low-sugar Beverages total market by Type, CAGR, 2021-2032, (USD Million)

Global Sugar-free and Low-sugar Beverages total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Sugar-free and Low-sugar Beverages market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies

covered as a part of this study include Coca-Cola, SUNTORY, PepsiCo, Nestle, Genki Forest, Kiwi Beverages, Nongfu Spring, AG Barr, Gravity Drinks Co., Polar Krush, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Sugar-free and Low-sugar Beverages market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Sugar-free and Low-sugar Beverages Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sugar-free and Low-sugar Beverages Market, Segmentation by Type:

Physically Desugared Type

Sugar Substitute Type

Natural Low Sugar Type

Global Sugar-free and Low-sugar Beverages Market, Segmentation by Beverage Category:

Carbonated Beverages

Tea Beverages

Coffee Beverages

Others

Global Sugar-free and Low-sugar Beverages Market, Segmentation by Health Demands:

Oral Health Type

Intestinal Health Type

Others

Global Sugar-free and Low-sugar Beverages Market, Segmentation by Application:

Home Consumption

Dining Scene

Office Scene

Others

Companies Profiled:

Coca-Cola

SUNTORY

PepsiCo

Nestle

Genki Forest

Kiwi Beverages

Nongfu Spring

AG Barr

Gravity Drinks Co.

Polar Krush

Zevia

UNI-PRESIDENT CHINA HOLDINGS LTD.

Danone

Lipton Iced Tea

Lovely Drinks

CELSIUS

Nespresso

Peet's Coffee

Key Questions Answered

1. How big is the global Sugar-free and Low-sugar Beverages market?
2. What is the demand of the global Sugar-free and Low-sugar Beverages market?
3. What is the year over year growth of the global Sugar-free and Low-sugar Beverages market?
4. What is the total value of the global Sugar-free and Low-sugar Beverages market?

5. Who are the Major Players in the global Sugar-free and Low-sugar Beverages market?
6. What are the growth factors driving the market demand?

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