

# **Craft Soda Market Analysis By Product Type (Natural, Organic), By Target Consumer (Teenagers, Young Adults, Middle-Aged Adults), By Distribution Channel, And Segment Forecasts, 2014 - 2025**

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## **Abstracts**

The global craft soda market is projected to reach USD 732.4 million by 2025, according to a new report by Grand View Research, Inc. Mounting social awareness of the health problems caused by sugary as well as alcoholic drinks is one of the major drivers for this industry. The market is reforming itself by shifting its alignment from carbonated soft drinks containing artificial sweeteners to natural, sweet-laden, low-calorie beverages.

While traditional soft drinks are under review by nutritionists, craft soda, also known as specialty, small-batch, or artisanal soda, is gaining share owing to its finest and natural ingredients, unique packaging, creative flavors, and its strong local presence. Rising trend of gourmet food as well as wellness food is expected to be the vital factor for increasing consumption of craft sodas.

Strict government guidelines for artificial ingredients and labeling & packaging along with initiatives to build interest among major players by increasing trade promotion and foreign investments are anticipated to propel the product demand. Rising awareness of consumers about unhealthy ingredients used in soft drinks is encouraging craft soda manufacturers to produce beverages containing organic & natural ingredients.

Introduction of new product lines by craft soda producers is likely to enable consumers to choose products from extensive product line according to their specific choices. The broadening of distribution channels has led to easy availability for the users, which is acting as a driver for this industry. Marketing plays a vital role in sustainability and

organizational sales. Supermarkets & hypermarkets emerged as the largest distribution channel for companies on account of their global footprint, brand value, and huge customer base.

Further key findings from the report suggest:

The global craft soda market accounted for USD 537.9 million in 2016 and is anticipated to progress at a healthy CAGR of 3.5% over the forecast period

Natural craft soda occupied the largest market share in 2016 owing to the rising health concerns and high market penetration

North America was the largest regional market in 2016 owing to high standard of living of the population and developed economy

Supermarkets & hypermarkets was the most dominant distribution channel for this market owing to the increasing distribution by mainstream retailers

Major players include Jones Soda Co., Reed's, Inc., Appalachian Brewing Co., Boylan Bottling Co., and SIPP eco beverage co. Inc.

Mergers and acquisitions, R&D activities, product launches, and technological collaborations are among the major strategies adopted by market players for gaining competitive advantage

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research methodology
- 1.2 Research scope and assumptions
- 1.3 List of data sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Craft soda market - Industry snapshot and key buying criteria

### CHAPTER 3 CRAFT SODA: MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1 Market segmentation & scope
- 3.2 Value chain analysis
- 3.3 Market dynamics
  - 3.3.1 Technological trends
  - 3.3.2 Regulatory Trends
  - 3.3.3 Raw Material Trends
  - 3.3.4 Distribution Channel Trends
  - 3.3.5 Market driver analysis
    - 3.3.5.1 Increase in disposable income and population
    - 3.3.5.2 Development in packaging & labelling technologies
    - 3.3.5.3 Increasing distribution by retailers
    - 3.3.5.4 Rising health concerns and growing awareness regarding organic products
  - 3.3.6 Market restraint analysis
    - 3.3.6.1 Stringent regulatory norms
    - 3.3.6.2 Lack of consumer awareness toward organic products
- 3.4 Industry analysis - Porter's
  - 3.4.1 Threat of new entrants
  - 3.4.2 Bargaining power of suppliers
  - 3.4.3 Industry rivalry
  - 3.4.4 Bargaining power of buyers
  - 3.4.5 Threat of substitutes
- 3.5 PESTEL analysis

### CHAPTER 4 CRAFT SODA MARKET: PRODUCT TYPE ESTIMATES & TREND ANALYSIS

*Craft Soda Market Analysis By Product Type (Natural, Organic), By Target Consumer (Teenagers, Young Adults, Mi...*

4.1 Product type movement analysis & market share, 2016 & 2025

4.2 Market size forecasts and trend analysis by product type, 2014 - 2025 (Million Liters) (USD Million)

4.2.1 Natural craft soda

4.2.1.1 Natural craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

4.2.2 Organic craft soda

4.2.2.1 Organic craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

## **CHAPTER 5 CRAFT SODA MARKET: TARGET CONSUMER ESTIMATES & TREND ANALYSIS**

5.1 Product type movement analysis & market share, 2016 & 2025

5.2 Market size forecasts and trend analysis for target consumer, 2014 - 2025 (Million Liters) (USD Million)

5.2.1 Teenagers

5.2.1.1 Craft soda market estimates & forecast for teenagers, 2014 - 2025 (Million Liters) (USD Million)

5.2.2 Young adults

5.2.2.1 Craft soda market estimates & forecast for young adults, 2014 - 2025 (Million Liters) (USD Million)

5.2.3 Middle-aged adults

5.2.3.1 Craft soda market estimates & forecast for middle-aged adults, 2014 - 2025 (Million Liters) (USD Million)

## **CHAPTER 6 CRAFT SODA MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

6.1 Distribution channel analysis & market share, 2016 & 2025

6.2 Market size forecasts and trend analysis by distribution channel, 2014 - 2025 (Million Liters) (USD Million)

6.2.1 Supermarkets & hypermarkets

6.2.1.1 Supermarkets & hypermarkets market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

6.2.2 Food service & drinking places

6.2.2.1 Food service & drinking places market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

### 6.2.3 Convenience & specialty stores

6.2.3.1 Convenience & specialty stores market estimates & forecast, 2014 - 2025  
(Million Liters) (USD Million)

### 6.2.4 Online stores

6.2.4.1 Online stores market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

### 6.2.5 Others

6.2.5.1 Others market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

## **CHAPTER 7 CRAFT SODA MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

### 7.1 Regional movement analysis & market share, 2016 & 2025

#### 7.2 North America

7.2.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.2.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters) (USD Million)

7.2.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters) (USD Million)

7.2.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million Liters) (USD Million)

#### 7.2.5 U.S.

7.2.5.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.2.5.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters) (USD Million)

7.2.5.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters) (USD Million)

7.2.5.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million Liters) (USD Million)

#### 7.3 Europe

7.3.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.3.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters) (USD Million)

7.3.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters) (USD Million)

7.3.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million Liters) (USD Million)

#### 7.3.5 Germany

7.3.5.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.3.5.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters)  
(USD Million)

7.3.5.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.3.5.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million  
Liters) (USD Million)

#### 7.3.6 France

7.3.6.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.3.6.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters)  
(USD Million)

7.3.6.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.3.6.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million  
Liters) (USD Million)

#### 7.3.7 UK

7.3.7.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.3.7.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters)  
(USD Million)

7.3.7.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.3.7.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million  
Liters) (USD Million)

#### 7.4 Asia Pacific

7.4.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.4.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters) (USD  
Million)

7.4.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million Liters)  
(USD Million)

#### 7.4.5 China

7.4.5.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.4.5.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.5.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.5.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million  
Liters) (USD Million)

#### 7.4.6 Oceania

7.4.6.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.4.6.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.6.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.6.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million  
Liters) (USD Million)

7.4.7 Japan

7.4.7.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.4.7.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.7.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.4.7.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million  
Liters) (USD Million)

7.5 Middle East & Africa (MEA)

7.5.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.5.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters) (USD  
Million)

7.5.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.5.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million Liters)  
(USD Million)

7.6 Central & South America (CSA)

7.6.1 Market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

7.6.2 Market estimates & forecast by product type, 2014 - 2025 (Million Liters) (USD  
Million)

7.6.3 Market estimates & forecast for target consumer, 2014 - 2025 (Million Liters)  
(USD Million)

7.6.4 Market estimates & forecast by distribution channel, 2014 - 2025 (Million Liters)  
(USD Million)

## **CHAPTER 8 COMPETITIVE LANDSCAPE**

8.1 Vendor landscape

8.2 Competitive environment

8.3 Company market positioning

8.3.1 Four quadrant positioning

8.4 Strategy framework



## CHAPTER 9 COMPANY PROFILES

### 9.1 Jones Soda Co.

- 9.1.1 Company overview
- 9.1.2 Financial performance
- 9.1.3 Product benchmarking

### 9.2 Reed's Inc.

- 9.2.1 Company overview
- 9.2.2 Financial performance
- 9.2.3 Product benchmarking
- 9.2.4 Strategic Initiatives

### 9.3 Wild Poppy Company

- 9.3.1 Company overview
- 9.3.2 Financial performance
- 9.3.3 Product benchmarking

### 9.4 SIPP eco beverage co., Inc.

- 9.4.1 Company overview
- 9.4.2 Financial performance
- 9.4.3 Product benchmarking
- 9.4.4 Strategic Initiatives

### 9.5 Boylan Bottling Co.

- 9.5.1 Company overview
- 9.5.2 Financial performance
- 9.5.3 Product benchmarking

### 9.6 Crooked Beverage Co.

- 9.6.1 Company overview
- 9.6.2 Product benchmarking

### 9.7 The Original Craft Soda Company

- 9.7.1 Company overview
- 9.7.2 Product benchmarking

### 9.8 Appalachian Brewing Co.

- 9.8.1 Company overview
- 9.8.2 Financial performance
- 9.8.3 Product benchmarking
- 9.8.4 Strategic Initiatives

### 9.9 The Coca-Cola Company

- 9.9.1 Company overview
- 9.9.2 Financial performance



9.9.3 Product benchmarking

9.9.4 Strategic initiatives

9.10 PepsiCo, Inc.

9.10.1 Company overview

9.10.2 Financial performance

9.10.3 Product benchmarking

9.10.4 Strategic initiative

## List Of Tables

### LIST OF TABLES

Table 1 Craft soda market - Key market driver impact
Table 2 Craft soda market - Key market restraints impact
Table 3 Craft soda market revenue estimates & forecast by product type, 2014 - 2025 (Million Liters)
Table 4 Craft soda market revenue estimates & forecast by product type, 2014 - 2025 (USD Million)
Table 5 Natural craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 6 Organic craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 7 Craft soda market revenue estimates & forecast for target consumer, 2014 - 2025 (Million Liters)
Table 8 Craft soda market revenue estimates & forecast by target consumer, 2014 - 2025 (USD Million)
Table 9 Craft soda market estimates & forecast for teenagers, 2014 - 2025 (Million Liters) (USD Million)
Table 10 Craft soda market estimates & forecast for young adults, 2014 - 2025 (Million Liters) (USD Million)
Table 11 Craft soda market estimates & forecast for middle-aged adults, 2014 - 2025 (Million Liters) (USD Million)
Table 12 Craft soda market revenue estimates & forecast by distribution channel, 2014 - 2025 (Million Liters)
Table 13 Craft soda market revenue estimates & forecast by distribution channel, 2014 - 2025 (USD Million)
Table 14 Super markets & hypermarkets market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 15 Trends driving supermarket industry
Table 16 Food service & drinking places market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 17 Convenience & specialty stores market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 18 Online stores market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 19 Others market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 20 Craft soda volume estimates & forecast by region, 2014 - 2025 (Million Liters)

Table 21 Craft soda revenue estimates & forecast by region, 2014 - 2025 (USD Million)
Table 22 North America craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 23 North America craft soda market revenue by product type, 2014 - 2025 (Million Liters)
Table 24 North America craft soda market revenue by product type, 2014 - 2025 (USD Million)
Table 25 North America craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)
Table 26 North America craft soda market revenue for target consumer, 2014 - 2025 (USD Million)
Table 27 North America craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)
Table 28 North America craft soda market revenue by distribution channel, 2014 - 2025 (USD Million)
Table 29 U.S. craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 30 U.S. craft soda market revenue by product type, 2014 - 2025 (Million Liters)
Table 31 U.S. craft soda market revenue by product type, 2014 - 2025 (USD Million)
Table 32 U.S. craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)
Table 33 U.S. craft soda market revenue for target consumer, 2014 - 2025 (USD Million)
Table 34 U.S. craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)
Table 35 U.S. craft soda market revenue by distribution channel, 2014 - 2025 (USD Million)
Table 36 Europe craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)
Table 37 Total Population of EU and major economies
Table 38 Europe craft soda market revenue by product type, 2014 - 2025 (Million Liters)
Table 39 Europe craft soda market revenue by product type, 2014 - 2025 (USD Million)
Table 40 Europe craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)
Table 41 Europe craft soda market revenue for target consumer, 2014 - 2025 (USD Million)
Table 42 Europe craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)
Table 43 Europe craft soda market revenue by distribution channel, 2014 - 2025 (USD Million)

Million)

Table 44 Germany craft soda market estimates & forecast, 2014 - 2025 (Million Liters)  
(USD Million)

Table 45 Germany craft soda market revenue by product type, 2014 - 2025 (Million  
Liters)

Table 46 Germany craft soda market revenue by product type, 2014 - 2025 (USD  
Million)

Table 47 Germany craft soda market revenue for target consumer, 2014 - 2025 (Million  
Liters)

Table 48 Germany craft soda market revenue for target consumer, 2014 - 2025 (USD  
Million)

Table 49 Germany craft soda market revenue by distribution channel, 2014 - 2025  
(Million Liters)

Table 50 Germany craft soda market revenue by distribution channel, 2014 - 2025  
(Million Liters)

Table 51 France craft soda market estimates & forecast, 2014 - 2025 (Million Liters)  
(USD Million)

Table 52 France craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 53 France craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 54 France craft soda market revenue for target consumer, 2014 - 2025 (Million  
Liters)

Table 55 France craft soda market revenue for target consumer, 2014 - 2025 (USD  
Million)

Table 56 France craft soda market revenue by distribution channel, 2014 - 2025 (Million  
Liters)

Table 57 France craft soda market revenue by distribution channel, 2014 - 2025 (Million  
Liters)

Table 58 UK craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD  
Million)

Table 59 UK craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 60 UK craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 61 UK craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 62 UK craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 63 UK craft soda market revenue by distribution channel, 2014 - 2025 (Million  
Liters)

Table 64 UK craft soda market revenue by distribution channel, 2014 - 2025 (Million  
Liters)

Table 65 Asia Pacific craft soda market estimates & forecast, 2014 - 2025 (Million  
Liters) (USD Million)

Table 66 Asia Pacific craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 67 Asia Pacific craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 68 Asia Pacific craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 69 Asia Pacific craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 70 Asia Pacific craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 71 Asia Pacific craft soda market revenue by distribution channel, 2014 - 2025 (USD Million)

Table 72 China craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

Table 73 China craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 74 China craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 75 China craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 76 China craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 77 China craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 78 China craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 79 Oceania craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

Table 80 Oceania craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 81 Oceania craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 82 Oceania craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 83 Oceania craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 84 Oceania craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 85 Oceania craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 86 Japan craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

Table 87 Japan craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 88 Japan craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 89 Japan craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 90 Japan craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 91 Japan craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 92 Japan craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 93 MEA craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

Table 94 MEA craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 95 MEA craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 96 MEA craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 97 MEA craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 98 MEA craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 99 MEA craft soda market revenue by distribution channel, 2014 - 2025 (USD Million)

Table 100 CSA craft soda market estimates & forecast, 2014 - 2025 (Million Liters) (USD Million)

Table 101 CSA craft soda market revenue by product type, 2014 - 2025 (Million Liters)

Table 102 CSA craft soda market revenue by product type, 2014 - 2025 (USD Million)

Table 103 CSA craft soda market revenue for target consumer, 2014 - 2025 (Million Liters)

Table 104 CSA craft soda market revenue for target consumer, 2014 - 2025 (USD Million)

Table 105 CSA craft soda market revenue by distribution channel, 2014 - 2025 (Million Liters)

Table 106 CSA craft soda market revenue by distribution channel, 2014 - 2025 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Craft soda market volume, 2016 (Kilo Tons)
- Fig. 2 Craft soda - Industry snapshot
- Fig. 3 Craft soda market segmentation
- Fig. 4 Craft soda market value chain analysis
- Fig. 5 Craft soda market dynamics
- Fig. 6 Sugar cane production (2015)
- Fig. 7 GDP growth rate in % (2012 - 16)
- Fig. 8 Population growth rate % (2012 - 16)
- Fig. 9 Global retail sales, 2017 (USD Trillion)
- Fig. 10 Global retail sales growth forecast, 2017 - 2018 (real % change per year)
- Fig. 11 Craft soda market- Porter's analysis
- Fig. 12 Craft soda market - PESTEL analysis
- Fig. 13 Craft soda market volume by product type, 2016 & 2025 (Million Liters)
- Fig. 14 Craft soda market volume by target consumer, 2016 & 2025 (Million Liters)
- Fig. 15 Craft soda market revenue, by distribution channel, 2016 & 2025 (Million Liters)
- Fig. 16 Craft soda market share by region, 2016 & 2025, (Million Liters)
- Fig. 17 Germany GDP and population growth rate (2012 - 2016)
- Fig. 18 Health expenditure, public (% of GDP)
- Fig. 19 France GDP and population growth rate (2012 - 2016)
- Fig. 20 GDP growth rate(% per year)
- Fig. 21 Population in billions
- Fig. 22 GDP per capita (Billions)
- Fig. 23 Population growth in Middle East & North Africa (Million)
- Fig. 24 Regular beverage consumption in Brazil, 2016



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