

Zero Sugar Beverages Market Size, Share & Trends Analysis Report By Type (Carbonated Soft Drinks, Energy Drinks, Sports Drinks, Flavored Water), By Packaging (PET, Cans, Glass), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Zero Sugar Beverages Market Summary

The global zero sugar beverages market size was estimated at USD 70.83 billion in 2025 and projected to reach USD 148.77 billion by 2033, growing at a CAGR of 9.7% from 2026 to 2033. The zero sugar beverages industry is experiencing rapid expansion as consumers increasingly prioritize health-focused and environmentally responsible choices.

The sugar-free beverages market is being driven by increasing consumer focus on calorie management, a rising prevalence of diabetes, and the growing influence of weight-loss pharmacy therapies. In addition, younger demographics are exhibiting a strong shift toward wellness-oriented consumption, driven by both health considerations and aesthetic aspirations.

Zero-sugar beverage sales are accelerating globally, driven by rising health awareness and growing concerns about diabetes and obesity. Strong demand for low-calorie alternatives, combined with product innovation, advanced packaging, and wider distribution, is fueling category expansion. The market now includes carbonated soft drinks, energy drinks, sports drinks, flavored waters, wellness beverages & others. Key growth markets such as the US, Germany, China, and India are leading adoption, while

premium formulations and localized flavors continue to strengthen consumer appeal.

The zero sugar beverages industry is experiencing strong global growth, driven by rising consumer awareness around health, wellness, and sugar reduction. As consumers become more conscious of daily calorie intake and lifestyle-related conditions such as obesity and diabetes, they are increasingly shifting away from traditional sugar-sweetened beverages toward zero-calorie and low-sugar alternatives. Zero-sugar beverages are positioned as healthier options that deliver taste, refreshment, and convenience without added sugar, making them highly attractive to health-conscious consumers. Advancements in sweetening technologies, including stevia, monk fruit, sucralose, and blended sweetener systems, have significantly improved taste profiles and mouthfeel, helping brands overcome historical taste barriers and broaden consumer adoption.

Leading beverage manufacturers are actively expanding their zero-sugar portfolios through new launches, flavor innovation, and category diversification. Global players in the sugar-free drinks market such as The Coca-Cola Company and PepsiCo continue to scale offerings, including Coca-Cola Zero Sugar, Sprite Zero Sugar, Pepsi Zero Sugar, and functional no-sugar beverages across multiple markets. Companies are also investing in ready-to-drink teas, flavored sparkling waters, energy drinks, hydration beverages, and wellness-focused products to capture evolving demand. Premium packaging, convenient on-the-go formats, and bold flavor variants are further enhancing shelf appeal and encouraging repeat purchases.

Changing consumer preferences, particularly among Millennials and Gen Z, are playing a major role in market expansion. Younger consumers increasingly favor products that align with fitness goals, active lifestyles, transparency, and clean-label expectations. Many seek beverages with natural ingredients, no added sugar, lower calories, and functional benefits such as hydration, vitamins, electrolytes, probiotics, caffeine, or immunity support. This shift has accelerated demand for zero-sugar teas, sports drinks, energy beverages, kombuchas, and fortified sparkling drinks. Social media influence, wellness culture, and increasing experimentation with healthier alternatives are also strengthening category momentum.

North America remains one of the most mature and high-value markets for zero-sugar beverages, led by the U.S., where strong consumer awareness, advanced retail infrastructure, and aggressive brand innovation continue to support category growth. Consumers in the U.S. are increasingly replacing traditional sodas with zero sugar

carbonates, flavored waters, and fitness-oriented drinks. Europe is also witnessing solid reduced-sugar growth, particularly in markets such as Germany, the UK, France, and Spain, where sugar taxes, stricter labeling regulations, and wellness trends are driving reduced-sugar consumption. Manufacturers across Europe are responding through reformulation and premium zero-sugar launches.

Asia Pacific is emerging as the fastest-growing regional market, supported by rising disposable incomes, urbanization, and growing middle-class health awareness. China has seen strong demand for sugar-free tea and functional beverages, reflecting a structural shift toward healthier drink categories. India is also becoming a key growth hub, with urban consumers increasingly choosing no-sugar colas, low-calorie hydration drinks, and zero-sugar juices amid rising diabetes concerns and changing dietary preferences. Japan and South Korea continue to drive innovation in ready-to-drink teas, functional beverages, and the convenience-led zero sugar beverages industry.

Global Zero Sugar Beverages Market Report Segmentation

This report forecasts revenue growth at the global, regional and country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global zero sugar beverages market report based on the type, packaging, distribution channel, and region.

Type Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

Carbonated Soft Drinks

Energy Drinks

Sports Drinks

Flavored Water

RTD Coffee/ Tea

Smoothie

Others

Packaging Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

PET

Cans

Glass

Tetra Pack

Others

Distribution Channel Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

Online

Offline

Supermarkets & Hypermarkets

Convenience store

Grocery Stores

Health & Food Stores

Others

Regional Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

Central & South America

Brazil

Middle East & Africa

UAE

Saudi Arabia

South Africa

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