

Non-Alcoholic Beverage Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global non-alcoholic beverage market size reached US\$ 882 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,443 Billion by 2028, exhibiting a growth rate (CAGR) of 5.2% during 2023-2028.

Non-alcoholic beverages refer to soft drinks that are either alcohol-free or have less than 0.5 percent of liquor volume. Some of the common product variants include carbonated soft drinks, juices, bottled water, sports and energy drinks, ready-to-drink tea and coffee, etc. These beverages assist in rehydrating the body, boosting metabolism, improving cardiovascular health, enhancing digestive functioning, reducing stress and anxiety, etc.

Non-Alcoholic Beverage Market Trends:

The growing consumer awareness towards health and wellness is primarily driving the consumption of dairy-based drinks, fruit juices, functional beverages, etc., across the globe. Furthermore, the high prevalence of numerous chronic disorders caused due to regular alcohol intake, such as cardiovascular diseases, liver cirrhosis, irregular blood pressure, gastrointestinal ailments, etc., is also catalyzing the demand for non-alcoholic beverages. In addition to this, the increasing hectic work schedules and sedentary lifestyles of consumers are bolstering the demand for ready-to-drink beverages, which is further propelling the market growth. Moreover, the launch of innovative product variants that have similar taste, texture, and color to alcoholic drinks is acting as a significant growth-inducing factor. Apart from this, the growing number of government awareness programs to curb alcohol consumption among the masses is creating a positive outlook for the global non-alcoholic beverage market. Besides this, the widespread availability of non-alcoholic beverages across both brick-and-mortar

distribution channels and e-commerce platforms is also augmenting the product demand. Additionally, the elevating consumer concerns towards the presence of synthetic flavors, artificial colors, and chemical preservatives in non-alcoholic drinks have led to the launch of their organic and natural ingredients-based variants. This, in turn, is expected to propel the global non-alcoholic beverage market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global non-alcoholic beverage market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, packaging type and distribution channel.

Breakup by Product Type:

- Carbonated Soft Drinks
- Juices
- Bottled Water
- Sports and Energy Drinks
- RTD Tea and Coffee
- Others

Breakup by Packaging Type:

- Bottles
- Cans
- Cartons
- Others

Breakup by Distribution Channel:

- Retail
- Food Service
- Supermarkets and Hypermarkets
- Online Stores
- Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Arizona Beverage Company, Asahi Group Holdings Ltd., Danone S.A., Keurig Dr Pepper Inc., Nestlé S.A., Parle Agro Pvt. Ltd., PepsiCo Inc., Primo Water Corporation, Red Bull GmbH, Suja Life LLC, Suntory Beverage & Food Limited and The Coca-Cola Company.

Key Questions Answered in This Report

1. What was the size of the global non-alcoholic beverage market in 2022?
2. What is the expected growth rate of the global non-alcoholic beverage market during 2023-2028?
3. What has been the impact of COVID-19 on the global non-alcoholic beverage market?

4. What are the key factors driving the global non-alcoholic beverage market?
5. What is the breakup of the global non-alcoholic beverage market based on the product type?
6. What is the breakup of the global non-alcoholic beverage market based on the distribution channel?
7. What are the key regions in the global non-alcoholic beverage market?
8. Who are the key players/companies in the global non-alcoholic beverage market?

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