

# **Non-Alcoholic Beverage Market Report by Product Type (Carbonated Soft Drinks, Juices, Bottled Water, Sports and Energy Drinks, RTD Tea and Coffee, and Others), Packaging Type (Bottles, Cans, Cartons, and Others), Distribution Channel (Retail, Food Service, Supermarkets and Hypermarkets, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global non-alcoholic beverage market size reached US\$ 928.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,400.9 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032. The growing demand for healthier beverage options, the increasing demand for single-serve, portable, and ready-to-drink non-alcoholic beverages, and inflating consumer per capita income represent some of the key factors driving the market.

Non-alcoholic beverages, also known as mocktails or alcohol-free drinks, have gained popularity in recent years as healthy and refreshing alternatives to alcoholic beverages. They are made using various methods, including mixing juices, syrups, sodas, and other non-alcoholic ingredients, which are then garnished with fruits, herbs, and spices to create a visually appealing and delicious drink. One of the main benefits of non-alcoholic beverages is their nutritional value. These drinks are rich in vitamins, minerals, and antioxidants, as they are typically made using fresh fruit and vegetable juices. When compared to alcoholic beverages, non-alcoholic beverages do not contain alcohol, meaning they are suitable for individuals that do not consume alcohol due to health, religious, or personal reasons. In addition to this, non-alcoholic beverages do not have the potential negative effects of alcohol, such as intoxication, impaired judgment, and increased health risks associated with excessive alcohol consumption. They are

also lower in calories than alcoholic beverages, making them a healthier choice. Currently, there are various product variants available, including fruit punches, iced teas, smoothies, mocktails, and homemade lemonades.

#### Non-Alcoholic Beverage Market Trends:

The global non-alcoholic beverage market is driven by the increasing consumer health awareness. This is further bolstered by the growing demand for healthier beverage options, such as natural fruit juices, kombucha, and functional drinks enriched with vitamins and minerals. Furthermore, the rise of digital media and social media influencers has played a significant role in creating trends and driving consumer preferences towards unique and exotic non-alcoholic beverages, such as craft sodas, specialty teas, and artisanal coffee drinks, which, in turn, is boosting the market growth. Moreover, the growing trend of sustainability and eco-consciousness and the escalating focus on personalized nutrition and customization are bolstering the market growth. Apart from this, the expansion of distribution channels, such as e-commerce and direct-to-consumer sales, and the growing awareness of the impact of sugar and artificial ingredients on health are driving the market growth. In line with this, key market manufacturers are introducing low-sugar, natural, and organic non-alcoholic beverages, such as stevia-sweetened sodas, organic fruit juices, and natural energy drinks, to increase their consumer base, which is creating a positive outlook for the market. The increasing demand for single-serve, portable, and ready-to-drink (RTD) non-alcoholic beverages, such as cold-brew coffees, canned teas, and bottled smoothies, and inflating consumer expenditure power are fueling the market growth.

#### 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 2024-2032. Our report has categorized the market based on product type, packaging type and distribution channel.

#### Product Type Insights:

Carbonated Soft Drinks

Juices

Bottled Water

Sports and Energy Drinks

RTD Tea and Coffee

Others

The report has provided a detailed breakup and analysis of the non-alcoholic beverage market based on the product type. This includes carbonated soft drinks, juices, bottled water, sports and energy drinks, RTD tea and coffee, and others.

#### Packaging Type Insights:

- Bottles
- Cans
- Cartons
- Others

A detailed breakup and analysis of the non-alcoholic beverage market based on the packaging type has also been provided in the report. This includes bottles, cans, cartons, and others.

#### Distribution Channel Insights:

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

A detailed breakup and analysis of the non-alcoholic beverage market based on the distribution channel has also been provided in the report. This includes retail, food service, supermarkets and hypermarkets, online stores, and others.

#### Regional Insights:

- 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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global non-alcoholic beverage market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 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. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global non-alcoholic beverage market in 2023?
2. What is the expected growth rate of the global non-alcoholic beverage market during 2024-2032?
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?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL NON-ALCOHOLIC BEVERAGE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Carbonated Soft Drinks
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Juices
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Bottled Water

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Sports and Energy Drinks
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 RTD Tea and Coffee
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 6.6 Others
  - 6.6.1 Market Trends
  - 6.6.2 Market Forecast

## **7 MARKET BREAKUP BY PACKAGING TYPE**

- 7.1 Bottles
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Cans
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Cartons
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Others
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 8.1 Retail
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Food Service
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Supermarkets and Hypermarkets
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast
- 8.4 Online Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany



- 9.3.1.1 Market Trends
- 9.3.1.2 Market Forecast
- 9.3.2 France
  - 9.3.2.1 Market Trends
  - 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
  - 9.3.3.1 Market Trends
  - 9.3.3.2 Market Forecast
- 9.3.4 Italy
  - 9.3.4.1 Market Trends
  - 9.3.4.2 Market Forecast
- 9.3.5 Spain
  - 9.3.5.1 Market Trends
  - 9.3.5.2 Market Forecast
- 9.3.6 Russia
  - 9.3.6.1 Market Trends
  - 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

- 10.1 Overview
- 10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Arizona Beverage Company

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Asahi Group Holdings Ltd.

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.2.3 Financials

14.3.2.4 SWOT Analysis

14.3.3 Danone S.A.

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 Keurig Dr Pepper Inc.

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.4.3 Financials

- 14.3.5 Nestl? S.A.
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
  - 14.3.5.3 Financials
  - 14.3.5.4 SWOT Analysis
- 14.3.6 Parle Agro Pvt. Ltd.
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
- 14.3.7 PepsiCo Inc.
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
  - 14.3.7.4 SWOT Analysis
- 14.3.8 Primo Water Corporation
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
  - 14.3.8.3 SWOT Analysis
- 14.3.9 Red Bull GmbH
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
  - 14.3.9.3 SWOT Analysis
- 14.3.10 Suja Life LLC
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
- 14.3.11 Suntory Beverage & Food Limited
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
  - 14.3.11.3 Financials
- 14.3.12 The Coca-Cola Company
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
  - 14.3.12.3 Financials
  - 14.3.12.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Non-Alcoholic Beverage Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Non-Alcoholic Beverage Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Non-Alcoholic Beverage Market Forecast: Breakup by Packaging Type (in Million US\$), 2024-2032

Table 4: Global: Non-Alcoholic Beverage Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Non-Alcoholic Beverage Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Non-Alcoholic Beverage Market: Competitive Structure

Table 7: Global: Non-Alcoholic Beverage Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Non-Alcoholic Beverage Market: Major Drivers and Challenges

Figure 2: Global: Non-Alcoholic Beverage Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Non-Alcoholic Beverage Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Non-Alcoholic Beverage Market: Breakup by Product Type (in %), 2023

Figure 5: Global: Non-Alcoholic Beverage Market: Breakup by Packaging Type (in %), 2023

Figure 6: Global: Non-Alcoholic Beverage Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Non-Alcoholic Beverage Market: Breakup by Region (in %), 2023

Figure 8: Global: Non-Alcoholic Beverage (Carbonated Soft Drinks) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Non-Alcoholic Beverage (Carbonated Soft Drinks) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Non-Alcoholic Beverage (Juices) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Non-Alcoholic Beverage (Juices) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Non-Alcoholic Beverage (Bottled Water) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Non-Alcoholic Beverage (Bottled Water) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Non-Alcoholic Beverage (Sports and Energy Drinks) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Non-Alcoholic Beverage (Sports and Energy Drinks) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Non-Alcoholic Beverage (RTD Tea and Coffee) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Non-Alcoholic Beverage (RTD Tea and Coffee) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Non-Alcoholic Beverage (Other Product Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Non-Alcoholic Beverage (Other Product Types) Market Forecast:

Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Non-Alcoholic Beverage (Bottles) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Non-Alcoholic Beverage (Bottles) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Non-Alcoholic Beverage (Cans) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Non-Alcoholic Beverage (Cans) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Non-Alcoholic Beverage (Cartons) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Non-Alcoholic Beverage (Cartons) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Non-Alcoholic Beverage (Other Packaging Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Non-Alcoholic Beverage (Other Packaging Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Non-Alcoholic Beverage (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Non-Alcoholic Beverage (Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Non-Alcoholic Beverage (Food Service) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Non-Alcoholic Beverage (Food Service) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Non-Alcoholic Beverage (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Non-Alcoholic Beverage (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Non-Alcoholic Beverage (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Non-Alcoholic Beverage (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Non-Alcoholic Beverage (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Non-Alcoholic Beverage (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: North America: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: North America: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: United States: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: United States: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Canada: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Canada: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Asia-Pacific: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Asia-Pacific: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: China: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: China: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Japan: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Japan: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: India: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: India: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: South Korea: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: South Korea: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Australia: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Australia: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Indonesia: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Indonesia: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Others: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018

& 2023

Figure 59: Others: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Europe: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Europe: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Germany: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Germany: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: France: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: France: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: United Kingdom: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: United Kingdom: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Italy: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Italy: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Spain: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Spain: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Russia: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Russia: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Others: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Others: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Latin America: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Latin America: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032



Figure 78: Brazil: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Brazil: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Mexico: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: Mexico: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Others: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Others: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Middle East and Africa: Non-Alcoholic Beverage Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Middle East and Africa: Non-Alcoholic Beverage Market: Breakup by Country (in %), 2023

Figure 86: Middle East and Africa: Non-Alcoholic Beverage Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Global: Non-Alcoholic Beverage Industry: SWOT Analysis

Figure 88: Global: Non-Alcoholic Beverage Industry: Value Chain Analysis

Figure 89: Global: Non-Alcoholic Beverage Industry: Porter's Five Forces Analysis

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