

# Soft Drinks Market - Forecasts from 2019 to 2024

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## Abstracts

The soft drinks market was evaluated at US\$39.82 billion in the year 2018. Soft drinks were introduced in the market in substitution in order to change the hard-drinking habits of the early Americans. In addition, the growing requirements of the current consumers have led to the manufacturing of new types of soft drinks which include low-calorie, caffeine-free and soft drinks containing natural ingredients. Hence this has led to an increase in the popularity of soft drinks and would help in fuelling the market growth in the coming years. Furthermore, the growing population and the increased ability of consumers towards access to numerous products due to the expansion in the distribution channel is further expected to drive the market during the forecast period. Rising health concerns regarding excess intake of these drinks are expected as a restraining factor which may hinder the demand during the next five years.

## DRIVERS

Expansion of distribution channels.

Innovations in new types of soft drinks

## RESTRAINTS

Rising concerns regarding excess intake of these drinks.

Availability of substitutes

## INDUSTRY UPDATE

In August 2018, PepsiCo announced its partnership with an international company SodaStream Inc, which manufacturers sparkling water makers, in this partnership

PepsiCo acquired \$3.2 billion all outstanding shares of SodaStream Inc.

In April 2018, Coca-Cola introduced a new soft drink Coca-Cola Plus®, which is said to be the first Coca-Cola which was approved by the Japanese Government as the Food Of Specified Health Use (FOSHU).

The major players profiled in the soft drinks market include The Coca-Cola Company, PepsiCo, Dr. Pepper/Seven Up Inc., Asahi Group Holdings, Ltd., Kirin Holdings Company Limited, The Heineken Company, Reed's Inc., and Jones Soda Co.

## Segmentation

The soft drinks market has been analyzed through the following segments:

### By Type

Regular

Diet

Others

### By Packaging

Bottled

Canned

Soda Fountain

### By Distribution Channel

Online

Offline

### By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

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Others

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China

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India

Others

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