

2018-2023 Global Craft Soda Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Craft Soda market for 2018-2023.

Craft soda, also known as specialty, small-batch, or artisanal soda, is a kind of soda drink brewed in small batches and contain natural ingredients, including natural sweeteners like pure cane sugar, stevia, and honey.

Craft sodas can cost three times as much as a traditional one and they often are in four packs, rather than six- or 12-packs. For instance, a four-pack of 12-ounce glass bottles of Dry Sparkling, a juniper-flavored soda, costs \$5.99, for example, and contain less soda than a regular carbonated beverage. With traditional colas and other soft drinks under attack by nutritionists, craft soft drinks -- also known as artisanal, specialty or small-batch soda -- are capturing share by hyping premium and natural ingredients, creative flavors, limited runs, unusual packaging or their local roots.

North America is the biggest production areas for Craft Soda, taking over 94.97% market share in 2017 (based on output volume), Europe followed the second, with about 4.10% market share. The Consumption market is also concentrated in North America and Europe for now, while sales of Craft Soda in Asia countries may see significant growth in the future.

In the international market, the marketing channels characteristic differ from company to company. The international leading companies prefer setting up factories directly into aimed market, and taking own sales department to expand market. The giant companies are more likely to set their own big agents in some major countries and regions taking charge of regional business building their international market position.

Companies in developing countries such as China and India, in contrast, put more effort on relatively direct selling business.

Over the next five years, LPI(LP Information) projects that Craft Soda will register a 5.8% CAGR in terms of revenue, reach US\$ 840 million by 2023, from US\$ 600 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Craft Soda market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Natural Craft Soda

Organic Craft Soda

Segmentation by application:

Teenagers

Young Adults

Middle-aged and Elderly

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Pepsi

Jones Soda Co

Reed's, Inc.

Appalachian Brewing Co

Boylan Bottling Co

SIPP eco beverage co. Inc.

Crooked Beverage Co.

JustCraft Soda

Gus

Q Drinks

Tuxen Brewing Company

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Craft Soda consumption (value & volume) by

key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Craft Soda market by identifying its various subsegments.

Focuses on the key global Craft Soda manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Craft Soda with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Craft Soda submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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