

Global Soft Drink Market Growth 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Soft Drink market size was valued at US\$ 124780 million in 2023. With growing demand in downstream market, the Soft Drink is forecast to a readjusted size of US\$ 155720 million by 2030 with a CAGR of 3.2% during review period.

The research report highlights the growth potential of the global Soft Drink market. Soft Drink are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Soft Drink. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Soft Drink market.

Soft drink, any of a class of nonalcoholic beverages, usually but not necessarily carbonated, normally containing a natural or artificial sweetening agent, edible acids, natural or artificial flavors, and sometimes juice. Natural flavors are derived from fruits, nuts, berries, roots, herbs, and other plant sources.

Soft drinks are called "soft" in contrast to "hard drinks" (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic.

Asia-Pacific is the largest Soft Drinks market with about 33% market share. Latin America is follower, accounting for about 19% market share.

The key players are Coca-Cola, PepsiCo, Nestle, Suntory, Danone, Dr Pepper Snapple,

Red Bull, Asahi Soft Drinks, Kirin, Otsuka Holdings, Unilever Group, Arizona Beverage, B Natural, POM Wonderful, Highland Spring, Ito En, Britvic, Innocent Drinks, A.G. Barr, Rasna, Parle Agro, Bisleri International, Bottlegreen Drinks, Epicurex, F&N Foods, Ting Hsin International Group, Hangzhou Wahaha Group, Nongfu Spring, Uni-President Enterprises, Jiaduobao Group etc. Top 3 companies occupied about 35% market share.

Key Features:

The report on Soft Drink market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Soft Drink market. It may include historical data, market segmentation by Type (e.g., Carbonated Soft Drinks, Juices), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Soft Drink market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Soft Drink market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Soft Drink industry. This include advancements in Soft Drink technology, Soft Drink new entrants, Soft Drink new investment, and other innovations that are shaping the future of Soft Drink.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Soft Drink market. It includes factors influencing customer ' purchasing decisions, preferences for Soft Drink product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Soft Drink market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures

aimed at promoting Soft Drink market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Soft Drink market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Soft Drink industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Soft Drink market.

Market Segmentation:

Soft Drink market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

Carbonated Soft Drinks

Juices

RTD Tea and Coffee

Others

Segmentation by application

Online Sales

Offline Sales

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Keko Marketing (M) Sdn. Bhd

Coca-Cola

PepsiCo

Red Bull

Dr Pepper Snapple

Nestle Waters

Danone

Tingyi

Arizona Beverages

B Natural

Bai

Bisleri

Britvic

Dabur

Kraft

MD Drinks

Monster Beverage

Key Questions Addressed in this Report

What is the 10-year outlook for the global Soft Drink market?

What factors are driving Soft Drink market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Soft Drink market opportunities vary by end market size?

How does Soft Drink break out type, application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Soft Drink Annual Sales 2019-2030
 - 2.1.2 World Current & Future Analysis for Soft Drink by Geographic Region, 2019, 2023 & 2030
 - 2.1.3 World Current & Future Analysis for Soft Drink by Country/Region, 2019, 2023 & 2030
- 2.2 Soft Drink Segment by Type
 - 2.2.1 Carbonated Soft Drinks
 - 2.2.2 Juices
 - 2.2.3 RTD Tea and Coffee
 - 2.2.4 Others
- 2.3 Soft Drink Sales by Type
 - 2.3.1 Global Soft Drink Sales Market Share by Type (2019-2024)
 - 2.3.2 Global Soft Drink Revenue and Market Share by Type (2019-2024)
 - 2.3.3 Global Soft Drink Sale Price by Type (2019-2024)
- 2.4 Soft Drink Segment by Application
 - 2.4.1 Online Sales
 - 2.4.2 Offline Sales
- 2.5 Soft Drink Sales by Application
 - 2.5.1 Global Soft Drink Sale Market Share by Application (2019-2024)
 - 2.5.2 Global Soft Drink Revenue and Market Share by Application (2019-2024)
 - 2.5.3 Global Soft Drink Sale Price by Application (2019-2024)

3 GLOBAL SOFT DRINK BY COMPANY

- 3.1 Global Soft Drink Breakdown Data by Company
 - 3.1.1 Global Soft Drink Annual Sales by Company (2019-2024)
 - 3.1.2 Global Soft Drink Sales Market Share by Company (2019-2024)
- 3.2 Global Soft Drink Annual Revenue by Company (2019-2024)
 - 3.2.1 Global Soft Drink Revenue by Company (2019-2024)
 - 3.2.2 Global Soft Drink Revenue Market Share by Company (2019-2024)
- 3.3 Global Soft Drink Sale Price by Company
- 3.4 Key Manufacturers Soft Drink Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Soft Drink Product Location Distribution
 - 3.4.2 Players Soft Drink Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

4 WORLD HISTORIC REVIEW FOR SOFT DRINK BY GEOGRAPHIC REGION

- 4.1 World Historic Soft Drink Market Size by Geographic Region (2019-2024)
 - 4.1.1 Global Soft Drink Annual Sales by Geographic Region (2019-2024)
 - 4.1.2 Global Soft Drink Annual Revenue by Geographic Region (2019-2024)
- 4.2 World Historic Soft Drink Market Size by Country/Region (2019-2024)
 - 4.2.1 Global Soft Drink Annual Sales by Country/Region (2019-2024)
 - 4.2.2 Global Soft Drink Annual Revenue by Country/Region (2019-2024)
- 4.3 Americas Soft Drink Sales Growth
- 4.4 APAC Soft Drink Sales Growth
- 4.5 Europe Soft Drink Sales Growth
- 4.6 Middle East & Africa Soft Drink Sales Growth

5 AMERICAS

- 5.1 Americas Soft Drink Sales by Country
 - 5.1.1 Americas Soft Drink Sales by Country (2019-2024)
 - 5.1.2 Americas Soft Drink Revenue by Country (2019-2024)
- 5.2 Americas Soft Drink Sales by Type
- 5.3 Americas Soft Drink Sales by Application
- 5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Soft Drink Sales by Region

6.1.1 APAC Soft Drink Sales by Region (2019-2024)

6.1.2 APAC Soft Drink Revenue by Region (2019-2024)

6.2 APAC Soft Drink Sales by Type

6.3 APAC Soft Drink Sales by Application

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Soft Drink by Country

7.1.1 Europe Soft Drink Sales by Country (2019-2024)

7.1.2 Europe Soft Drink Revenue by Country (2019-2024)

7.2 Europe Soft Drink Sales by Type

7.3 Europe Soft Drink Sales by Application

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Soft Drink by Country

8.1.1 Middle East & Africa Soft Drink Sales by Country (2019-2024)

8.1.2 Middle East & Africa Soft Drink Revenue by Country (2019-2024)

8.2 Middle East & Africa Soft Drink Sales by Type

8.3 Middle East & Africa Soft Drink Sales by Application

- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Soft Drink
- 10.3 Manufacturing Process Analysis of Soft Drink
- 10.4 Industry Chain Structure of Soft Drink

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Soft Drink Distributors
- 11.3 Soft Drink Customer

12 WORLD FORECAST REVIEW FOR SOFT DRINK BY GEOGRAPHIC REGION

- 12.1 Global Soft Drink Market Size Forecast by Region
 - 12.1.1 Global Soft Drink Forecast by Region (2025-2030)
 - 12.1.2 Global Soft Drink Annual Revenue Forecast by Region (2025-2030)
- 12.2 Americas Forecast by Country
- 12.3 APAC Forecast by Region
- 12.4 Europe Forecast by Country
- 12.5 Middle East & Africa Forecast by Country
- 12.6 Global Soft Drink Forecast by Type
- 12.7 Global Soft Drink Forecast by Application

13 KEY PLAYERS ANALYSIS

13.1 Keko Marketing (M) Sdn. Bhd

13.1.1 Keko Marketing (M) Sdn. Bhd Company Information

13.1.2 Keko Marketing (M) Sdn. Bhd Soft Drink Product Portfolios and Specifications

13.1.3 Keko Marketing (M) Sdn. Bhd Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)

13.1.4 Keko Marketing (M) Sdn. Bhd Main Business Overview

13.1.5 Keko Marketing (M) Sdn. Bhd Latest Developments

13.2 Coca-Cola

13.2.1 Coca-Cola Company Information

13.2.2 Coca-Cola Soft Drink Product Portfolios and Specifications

13.2.3 Coca-Cola Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)

13.2.4 Coca-Cola Main Business Overview

13.2.5 Coca-Cola Latest Developments

13.3 PepsiCo

13.3.1 PepsiCo Company Information

13.3.2 PepsiCo Soft Drink Product Portfolios and Specifications

13.3.3 PepsiCo Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)

13.3.4 PepsiCo Main Business Overview

13.3.5 PepsiCo Latest Developments

13.4 Red Bull

13.4.1 Red Bull Company Information

13.4.2 Red Bull Soft Drink Product Portfolios and Specifications

13.4.3 Red Bull Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)

13.4.4 Red Bull Main Business Overview

13.4.5 Red Bull Latest Developments

13.5 Dr Pepper Snapple

13.5.1 Dr Pepper Snapple Company Information

13.5.2 Dr Pepper Snapple Soft Drink Product Portfolios and Specifications

13.5.3 Dr Pepper Snapple Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)

13.5.4 Dr Pepper Snapple Main Business Overview

13.5.5 Dr Pepper Snapple Latest Developments

13.6 Nestle Waters

13.6.1 Nestle Waters Company Information

13.6.2 Nestle Waters Soft Drink Product Portfolios and Specifications

13.6.3 Nestle Waters Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)

13.6.4 Nestle Waters Main Business Overview

- 13.6.5 Nestle Waters Latest Developments
- 13.7 Danone
 - 13.7.1 Danone Company Information
 - 13.7.2 Danone Soft Drink Product Portfolios and Specifications
 - 13.7.3 Danone Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.7.4 Danone Main Business Overview
 - 13.7.5 Danone Latest Developments
- 13.8 Tingyi
 - 13.8.1 Tingyi Company Information
 - 13.8.2 Tingyi Soft Drink Product Portfolios and Specifications
 - 13.8.3 Tingyi Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.8.4 Tingyi Main Business Overview
 - 13.8.5 Tingyi Latest Developments
- 13.9 Arizona Beverages
 - 13.9.1 Arizona Beverages Company Information
 - 13.9.2 Arizona Beverages Soft Drink Product Portfolios and Specifications
 - 13.9.3 Arizona Beverages Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.9.4 Arizona Beverages Main Business Overview
 - 13.9.5 Arizona Beverages Latest Developments
- 13.10 B Natural
 - 13.10.1 B Natural Company Information
 - 13.10.2 B Natural Soft Drink Product Portfolios and Specifications
 - 13.10.3 B Natural Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.10.4 B Natural Main Business Overview
 - 13.10.5 B Natural Latest Developments
- 13.11 Bai
 - 13.11.1 Bai Company Information
 - 13.11.2 Bai Soft Drink Product Portfolios and Specifications
 - 13.11.3 Bai Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.11.4 Bai Main Business Overview
 - 13.11.5 Bai Latest Developments
- 13.12 Bisleri
 - 13.12.1 Bisleri Company Information
 - 13.12.2 Bisleri Soft Drink Product Portfolios and Specifications
 - 13.12.3 Bisleri Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.12.4 Bisleri Main Business Overview
 - 13.12.5 Bisleri Latest Developments
- 13.13 Britvic

- 13.13.1 Britvic Company Information
- 13.13.2 Britvic Soft Drink Product Portfolios and Specifications
- 13.13.3 Britvic Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.13.4 Britvic Main Business Overview
- 13.13.5 Britvic Latest Developments
- 13.14 Dabur
 - 13.14.1 Dabur Company Information
 - 13.14.2 Dabur Soft Drink Product Portfolios and Specifications
 - 13.14.3 Dabur Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.14.4 Dabur Main Business Overview
 - 13.14.5 Dabur Latest Developments
- 13.15 Kraft
 - 13.15.1 Kraft Company Information
 - 13.15.2 Kraft Soft Drink Product Portfolios and Specifications
 - 13.15.3 Kraft Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.15.4 Kraft Main Business Overview
 - 13.15.5 Kraft Latest Developments
- 13.16 MD Drinks
 - 13.16.1 MD Drinks Company Information
 - 13.16.2 MD Drinks Soft Drink Product Portfolios and Specifications
 - 13.16.3 MD Drinks Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.16.4 MD Drinks Main Business Overview
 - 13.16.5 MD Drinks Latest Developments
- 13.17 Monster Beverage
 - 13.17.1 Monster Beverage Company Information
 - 13.17.2 Monster Beverage Soft Drink Product Portfolios and Specifications
 - 13.17.3 Monster Beverage Soft Drink Sales, Revenue, Price and Gross Margin (2019-2024)
 - 13.17.4 Monster Beverage Main Business Overview
 - 13.17.5 Monster Beverage Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Soft Drink Annual Sales CAGR by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Table 2. Soft Drink Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)
- Table 3. Major Players of Carbonated Soft Drinks
- Table 4. Major Players of Juices
- Table 5. Major Players of RTD Tea and Coffee
- Table 6. Major Players of Others
- Table 7. Global Soft Drink Sales by Type (2019-2024) & (MT)
- Table 8. Global Soft Drink Sales Market Share by Type (2019-2024)
- Table 9. Global Soft Drink Revenue by Type (2019-2024) & (\$ million)
- Table 10. Global Soft Drink Revenue Market Share by Type (2019-2024)
- Table 11. Global Soft Drink Sale Price by Type (2019-2024) & (USD/Kg)
- Table 12. Global Soft Drink Sales by Application (2019-2024) & (MT)
- Table 13. Global Soft Drink Sales Market Share by Application (2019-2024)
- Table 14. Global Soft Drink Revenue by Application (2019-2024)
- Table 15. Global Soft Drink Revenue Market Share by Application (2019-2024)
- Table 16. Global Soft Drink Sale Price by Application (2019-2024) & (USD/Kg)
- Table 17. Global Soft Drink Sales by Company (2019-2024) & (MT)
- Table 18. Global Soft Drink Sales Market Share by Company (2019-2024)
- Table 19. Global Soft Drink Revenue by Company (2019-2024) (\$ Millions)
- Table 20. Global Soft Drink Revenue Market Share by Company (2019-2024)
- Table 21. Global Soft Drink Sale Price by Company (2019-2024) & (USD/Kg)
- Table 22. Key Manufacturers Soft Drink Producing Area Distribution and Sales Area
- Table 23. Players Soft Drink Products Offered
- Table 24. Soft Drink Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)
- Table 25. New Products and Potential Entrants
- Table 26. Mergers & Acquisitions, Expansion
- Table 27. Global Soft Drink Sales by Geographic Region (2019-2024) & (MT)
- Table 28. Global Soft Drink Sales Market Share Geographic Region (2019-2024)
- Table 29. Global Soft Drink Revenue by Geographic Region (2019-2024) & (\$ millions)
- Table 30. Global Soft Drink Revenue Market Share by Geographic Region (2019-2024)
- Table 31. Global Soft Drink Sales by Country/Region (2019-2024) & (MT)
- Table 32. Global Soft Drink Sales Market Share by Country/Region (2019-2024)
- Table 33. Global Soft Drink Revenue by Country/Region (2019-2024) & (\$ millions)

- Table 34. Global Soft Drink Revenue Market Share by Country/Region (2019-2024)
- Table 35. Americas Soft Drink Sales by Country (2019-2024) & (MT)
- Table 36. Americas Soft Drink Sales Market Share by Country (2019-2024)
- Table 37. Americas Soft Drink Revenue by Country (2019-2024) & (\$ Millions)
- Table 38. Americas Soft Drink Revenue Market Share by Country (2019-2024)
- Table 39. Americas Soft Drink Sales by Type (2019-2024) & (MT)
- Table 40. Americas Soft Drink Sales by Application (2019-2024) & (MT)
- Table 41. APAC Soft Drink Sales by Region (2019-2024) & (MT)
- Table 42. APAC Soft Drink Sales Market Share by Region (2019-2024)
- Table 43. APAC Soft Drink Revenue by Region (2019-2024) & (\$ Millions)
- Table 44. APAC Soft Drink Revenue Market Share by Region (2019-2024)
- Table 45. APAC Soft Drink Sales by Type (2019-2024) & (MT)
- Table 46. APAC Soft Drink Sales by Application (2019-2024) & (MT)
- Table 47. Europe Soft Drink Sales by Country (2019-2024) & (MT)
- Table 48. Europe Soft Drink Sales Market Share by Country (2019-2024)
- Table 49. Europe Soft Drink Revenue by Country (2019-2024) & (\$ Millions)
- Table 50. Europe Soft Drink Revenue Market Share by Country (2019-2024)
- Table 51. Europe Soft Drink Sales by Type (2019-2024) & (MT)
- Table 52. Europe Soft Drink Sales by Application (2019-2024) & (MT)
- Table 53. Middle East & Africa Soft Drink Sales by Country (2019-2024) & (MT)
- Table 54. Middle East & Africa Soft Drink Sales Market Share by Country (2019-2024)
- Table 55. Middle East & Africa Soft Drink Revenue by Country (2019-2024) & (\$ Millions)
- Table 56. Middle East & Africa Soft Drink Revenue Market Share by Country (2019-2024)
- Table 57. Middle East & Africa Soft Drink Sales by Type (2019-2024) & (MT)
- Table 58. Middle East & Africa Soft Drink Sales by Application (2019-2024) & (MT)
- Table 59. Key Market Drivers & Growth Opportunities of Soft Drink
- Table 60. Key Market Challenges & Risks of Soft Drink
- Table 61. Key Industry Trends of Soft Drink
- Table 62. Soft Drink Raw Material
- Table 63. Key Suppliers of Raw Materials
- Table 64. Soft Drink Distributors List
- Table 65. Soft Drink Customer List
- Table 66. Global Soft Drink Sales Forecast by Region (2025-2030) & (MT)
- Table 67. Global Soft Drink Revenue Forecast by Region (2025-2030) & (\$ millions)
- Table 68. Americas Soft Drink Sales Forecast by Country (2025-2030) & (MT)
- Table 69. Americas Soft Drink Revenue Forecast by Country (2025-2030) & (\$ millions)
- Table 70. APAC Soft Drink Sales Forecast by Region (2025-2030) & (MT)

- Table 71. APAC Soft Drink Revenue Forecast by Region (2025-2030) & (\$ millions)
- Table 72. Europe Soft Drink Sales Forecast by Country (2025-2030) & (MT)
- Table 73. Europe Soft Drink Revenue Forecast by Country (2025-2030) & (\$ millions)
- Table 74. Middle East & Africa Soft Drink Sales Forecast by Country (2025-2030) & (MT)
- Table 75. Middle East & Africa Soft Drink Revenue Forecast by Country (2025-2030) & (\$ millions)
- Table 76. Global Soft Drink Sales Forecast by Type (2025-2030) & (MT)
- Table 77. Global Soft Drink Revenue Forecast by Type (2025-2030) & (\$ Millions)
- Table 78. Global Soft Drink Sales Forecast by Application (2025-2030) & (MT)
- Table 79. Global Soft Drink Revenue Forecast by Application (2025-2030) & (\$ Millions)
- Table 80. Keko Marketing (M) Sdn. Bhd Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors
- Table 81. Keko Marketing (M) Sdn. Bhd Soft Drink Product Portfolios and Specifications
- Table 82. Keko Marketing (M) Sdn. Bhd Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)
- Table 83. Keko Marketing (M) Sdn. Bhd Main Business
- Table 84. Keko Marketing (M) Sdn. Bhd Latest Developments
- Table 85. Coca-Cola Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors
- Table 86. Coca-Cola Soft Drink Product Portfolios and Specifications
- Table 87. Coca-Cola Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)
- Table 88. Coca-Cola Main Business
- Table 89. Coca-Cola Latest Developments
- Table 90. PepsiCo Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors
- Table 91. PepsiCo Soft Drink Product Portfolios and Specifications
- Table 92. PepsiCo Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)
- Table 93. PepsiCo Main Business
- Table 94. PepsiCo Latest Developments
- Table 95. Red Bull Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors
- Table 96. Red Bull Soft Drink Product Portfolios and Specifications
- Table 97. Red Bull Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)
- Table 98. Red Bull Main Business
- Table 99. Red Bull Latest Developments

Table 100. Dr Pepper Snapple Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 101. Dr Pepper Snapple Soft Drink Product Portfolios and Specifications

Table 102. Dr Pepper Snapple Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 103. Dr Pepper Snapple Main Business

Table 104. Dr Pepper Snapple Latest Developments

Table 105. Nestle Waters Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 106. Nestle Waters Soft Drink Product Portfolios and Specifications

Table 107. Nestle Waters Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 108. Nestle Waters Main Business

Table 109. Nestle Waters Latest Developments

Table 110. Danone Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 111. Danone Soft Drink Product Portfolios and Specifications

Table 112. Danone Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 113. Danone Main Business

Table 114. Danone Latest Developments

Table 115. Tingyi Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 116. Tingyi Soft Drink Product Portfolios and Specifications

Table 117. Tingyi Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 118. Tingyi Main Business

Table 119. Tingyi Latest Developments

Table 120. Arizona Beverages Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 121. Arizona Beverages Soft Drink Product Portfolios and Specifications

Table 122. Arizona Beverages Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 123. Arizona Beverages Main Business

Table 124. Arizona Beverages Latest Developments

Table 125. B Natural Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 126. B Natural Soft Drink Product Portfolios and Specifications

Table 127. B Natural Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and

Gross Margin (2019-2024)

Table 128. B Natural Main Business

Table 129. B Natural Latest Developments

Table 130. Bai Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 131. Bai Soft Drink Product Portfolios and Specifications

Table 132. Bai Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 133. Bai Main Business

Table 134. Bai Latest Developments

Table 135. Bisleri Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 136. Bisleri Soft Drink Product Portfolios and Specifications

Table 137. Bisleri Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 138. Bisleri Main Business

Table 139. Bisleri Latest Developments

Table 140. Britvic Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 141. Britvic Soft Drink Product Portfolios and Specifications

Table 142. Britvic Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 143. Britvic Main Business

Table 144. Britvic Latest Developments

Table 145. Dabur Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 146. Dabur Soft Drink Product Portfolios and Specifications

Table 147. Dabur Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 148. Dabur Main Business

Table 149. Dabur Latest Developments

Table 150. Kraft Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 151. Kraft Soft Drink Product Portfolios and Specifications

Table 152. Kraft Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 153. Kraft Main Business

Table 154. Kraft Latest Developments

Table 155. MD Drinks Basic Information, Soft Drink Manufacturing Base, Sales Area

and Its Competitors

Table 156. MD Drinks Soft Drink Product Portfolios and Specifications

Table 157. MD Drinks Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 158. MD Drinks Main Business

Table 159. MD Drinks Latest Developments

Table 160. Monster Beverage Basic Information, Soft Drink Manufacturing Base, Sales Area and Its Competitors

Table 161. Monster Beverage Soft Drink Product Portfolios and Specifications

Table 162. Monster Beverage Soft Drink Sales (MT), Revenue (\$ Million), Price (USD/Kg) and Gross Margin (2019-2024)

Table 163. Monster Beverage Main Business

Table 164. Monster Beverage Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Soft Drink
- Figure 2. Soft Drink Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Soft Drink Sales Growth Rate 2019-2030 (MT)
- Figure 7. Global Soft Drink Revenue Growth Rate 2019-2030 (\$ Millions)
- Figure 8. Soft Drink Sales by Region (2019, 2023 & 2030) & (\$ Millions)
- Figure 9. Product Picture of Carbonated Soft Drinks
- Figure 10. Product Picture of Juices
- Figure 11. Product Picture of RTD Tea and Coffee
- Figure 12. Product Picture of Others
- Figure 13. Global Soft Drink Sales Market Share by Type in 2023
- Figure 14. Global Soft Drink Revenue Market Share by Type (2019-2024)
- Figure 15. Soft Drink Consumed in Online Sales
- Figure 16. Global Soft Drink Market: Online Sales (2019-2024) & (MT)
- Figure 17. Soft Drink Consumed in Offline Sales
- Figure 18. Global Soft Drink Market: Offline Sales (2019-2024) & (MT)
- Figure 19. Global Soft Drink Sales Market Share by Application (2023)
- Figure 20. Global Soft Drink Revenue Market Share by Application in 2023
- Figure 21. Soft Drink Sales Market by Company in 2023 (MT)
- Figure 22. Global Soft Drink Sales Market Share by Company in 2023
- Figure 23. Soft Drink Revenue Market by Company in 2023 (\$ Million)
- Figure 24. Global Soft Drink Revenue Market Share by Company in 2023
- Figure 25. Global Soft Drink Sales Market Share by Geographic Region (2019-2024)
- Figure 26. Global Soft Drink Revenue Market Share by Geographic Region in 2023
- Figure 27. Americas Soft Drink Sales 2019-2024 (MT)
- Figure 28. Americas Soft Drink Revenue 2019-2024 (\$ Millions)
- Figure 29. APAC Soft Drink Sales 2019-2024 (MT)
- Figure 30. APAC Soft Drink Revenue 2019-2024 (\$ Millions)
- Figure 31. Europe Soft Drink Sales 2019-2024 (MT)
- Figure 32. Europe Soft Drink Revenue 2019-2024 (\$ Millions)
- Figure 33. Middle East & Africa Soft Drink Sales 2019-2024 (MT)
- Figure 34. Middle East & Africa Soft Drink Revenue 2019-2024 (\$ Millions)
- Figure 35. Americas Soft Drink Sales Market Share by Country in 2023

- Figure 36. Americas Soft Drink Revenue Market Share by Country in 2023
- Figure 37. Americas Soft Drink Sales Market Share by Type (2019-2024)
- Figure 38. Americas Soft Drink Sales Market Share by Application (2019-2024)
- Figure 39. United States Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 40. Canada Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 41. Mexico Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 42. Brazil Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 43. APAC Soft Drink Sales Market Share by Region in 2023
- Figure 44. APAC Soft Drink Revenue Market Share by Regions in 2023
- Figure 45. APAC Soft Drink Sales Market Share by Type (2019-2024)
- Figure 46. APAC Soft Drink Sales Market Share by Application (2019-2024)
- Figure 47. China Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 48. Japan Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 49. South Korea Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 50. Southeast Asia Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 51. India Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 52. Australia Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 53. China Taiwan Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 54. Europe Soft Drink Sales Market Share by Country in 2023
- Figure 55. Europe Soft Drink Revenue Market Share by Country in 2023
- Figure 56. Europe Soft Drink Sales Market Share by Type (2019-2024)
- Figure 57. Europe Soft Drink Sales Market Share by Application (2019-2024)
- Figure 58. Germany Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 59. France Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 60. UK Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 61. Italy Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 62. Russia Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 63. Middle East & Africa Soft Drink Sales Market Share by Country in 2023
- Figure 64. Middle East & Africa Soft Drink Revenue Market Share by Country in 2023
- Figure 65. Middle East & Africa Soft Drink Sales Market Share by Type (2019-2024)
- Figure 66. Middle East & Africa Soft Drink Sales Market Share by Application (2019-2024)
- Figure 67. Egypt Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 68. South Africa Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 69. Israel Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 70. Turkey Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 71. GCC Country Soft Drink Revenue Growth 2019-2024 (\$ Millions)
- Figure 72. Manufacturing Cost Structure Analysis of Soft Drink in 2023
- Figure 73. Manufacturing Process Analysis of Soft Drink

Figure 74. Industry Chain Structure of Soft Drink

Figure 75. Channels of Distribution

Figure 76. Global Soft Drink Sales Market Forecast by Region (2025-2030)

Figure 77. Global Soft Drink Revenue Market Share Forecast by Region (2025-2030)

Figure 78. Global Soft Drink Sales Market Share Forecast by Type (2025-2030)

Figure 79. Global Soft Drink Revenue Market Share Forecast by Type (2025-2030)

Figure 80. Global Soft Drink Sales Market Share Forecast by Application (2025-2030)

Figure 81. Global Soft Drink Revenue Market Share Forecast by Application
(2025-2030)

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