

# **Soft Drink Concentrates Market by Application [Carbonated (Cola & Non-cola), & Non-carbonated (Orange, Apple, Mixed, Grape, Pineapple, Grapefruit, Mango), End Use (Mass Merchandise, Food Service, Fountain Machine) & by Region - Global Trends & Forecast to 2019**

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## **Abstracts**

Soft drink concentrates are mostly used in the beverage industry. They are concentrated by removing water, due to which transportation, shipping, and warehousing becomes easier and less expensive. This report provides a comprehensive analysis of the soft drink concentrates market. The non-carbonated concentrates studied include various flavours such as orange, apple, mixed, grape, pineapple, grapefruit, and mango. This research report categorizes the global market for soft drink concentrates based on applications, end use, and geography.

The soft drink concentrates market is led by Europe, followed by North America. The U.S. soft drink concentrates market not only dominates in North America, but also in the global market. The Asia-Pacific region is projected to be the fastest-growing market globally, from 2014 to 2019. Brazil is the major market in the Latin America region, owing to the increasing population and increasing expenditure on healthy products.

The soft drink concentrates market is projected to reach \$34,761.36 million by 2019. Manufacturers well aware of the emerging soft drink concentrates market. As the market is projected to demonstrate continued growth in both, developed and developing regions, the report analyses the market in the prominent regions of the world.

There are different growth strategies adopted by various market players, which are

analysed in the report. Acquisitions were the most preferred growth strategy in the soft drink concentrates market. The purpose of adopting this strategy is that it results in enhanced geographic presence and clientele. Major players such as PepsiCo Inc. (U.S.) and The Coca-Cola Company (U.S.) collectively accounted for more than half of the global soft drink concentrates market and are focusing on strengthening their product range. The other major players in the market are Dr Pepper Snapple Group, Inc. (U.S.), Monster Beverage Corporation (U.S.), Cott Corporation (Canada), Dohler Group (Germany), Royal Cosun (The Netherlands), David Berryman Limited (U.K.) Big Red Inc. (U.S.), and Royal Crown Cola Company (U.S.).

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## About

The report “Soft Drink Concentrates Market by Application [Carbonated (Cola & Non-cola), & Non-carbonated (Orange, Apple, Mixed, Grape, Pineapple, Grapefruit, Mango), End Use (Mass Merchandise, Food Service, Fountain Machine) & by Region - Global Trends & Forecast to 2019” defines and segments the global market with analyses and projection of the size and trends, in terms of value.

The soft drink concentrates market was estimated to be \$25,500.00 million in 2013, and is projected to reach \$34,761.36 million by 2019, at a CAGR of 5.4% from 2013 to 2019.

Leading players in the soft drink concentrates market include

Pepsico, Inc.

The Coca-Cola Company

Monster Beverage Corporation

Cott Corporation

Dohler Group

Big Red Inc.

Royal Crown Cola Company, Inc.

The soft drink concentrates market is growing in the food & beverages sector. There is an increasing trend towards the consumption of processed food products in developing countries, which further signifies the increasing use of soft drink concentrates. Health issues with regards to food habits have changed. People are opting for nutritional food items. Hence, the consumption of soft drink concentrates has increased in the market.

The non-carbonated concentrates market size is projected for fruits such as orange,

apple, mixed, grapes, pineapple, grapefruit, mango, and others, based on significant regions such as North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW).

In 2013, Europe dominated the soft drink concentrates market, followed by North America. The increasing demand for healthy and natural foods and safety concerns with respect to processed products drive the non-carbonated soft drink concentrates market. The soft drink concentrate market is projected to reach \$34,761.36 Million by 2019.

The increase in population has a tremendous impact on the global food supply. Nutrition and food quality concerns have received widespread attention. Different government and private industries have come a long way to achieve high standards for safe, unadulterated, and nutritive food. Consumer demands are met with the development of different flavors of non-carbonated soft drink concentrates that are appetizing, appealing, and economical with the use of technology.

In this report, the soft drink concentrates market is divided into five geographical segments, North America, Europe, Asia-Pacific, Latin America, and RoW. Europe constitutes the largest market, dominated by Germany, followed by North America. The Asia-Pacific region is projected to witness the fastest growth in the market.

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