

RTD Beverages Market by Product Type (Alcoholic and Non-alcoholic [Flavored, Tea, Coffee, Juices, Nectars, Dairy, Soft Drinks, Energy Drinks]), Packaging Type (Bottles, Cans), Distribution Channel (Supermarkets, E-commerce) - Global Forecast to 2031

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Abstracts

RTD Beverages Market By Product Type (Alcoholic and Non-alcoholic [Flavored, Tea, Coffee, Juices, Nectars, Dairy, Soft Drinks, Energy Drinks]), Packaging Type (Bottles, Cans), Distribution Channel (Supermarkets, E-commerce)—Global Forecast to 2031

According to the research report titled, 'RTD Beverages Market By Product Type (Alcoholic and Non-alcoholic [Flavored, Tea, Coffee, Juices, Nectars, Dairy, Soft Drinks, Energy Drinks]), Packaging Type (Bottles, Cans), Distribution Channel (Supermarkets, E-commerce)—Global Forecast to 2031,' the RTD beverages market is projected to reach \$1,582.7 billion by 2031, at a CAGR of 6.8% during the forecast period 2024–2031. The report provides an in-depth analysis of the global RTD beverages market across five major regions, emphasizing the current market trends, market sizes, recent developments, and forecasts till 2031.

Succeeding extensive secondary and primary research and an in-depth analysis of the market scenario, the report conducts the impact analysis of the key industry drivers, restraints, opportunities, challenges, and trends. The growth of the RTD beverages market is mainly driven by the rising consumption of sports & performance drinks, growing demand for functional beverages, beverage manufacturers' increasing focus on product innovation, convenience, and easy portability of RTD beverages, and lifestyle changes leading to the increased incidence of chronic diseases. However, the

high prices of RTD beverages are expected to hinder the growth of this market.

Furthermore, the growing availability of alcoholic RTD beverages and the rapid growth of the retail sector are expected to generate growth opportunities for the players operating in the RTD beverages market.

The key players operating in the global RTD beverages market are Abbott Laboratories (U.S.), Nestlé S.A. (Switzerland), PepsiCo Inc. (U.S.), The Coca-Cola Company (U.S.), Suntory Holdings Ltd. (Japan), Keurig Dr Pepper, Inc. (U.S.), Red Bull GmbH (Austria), Danone S.A. (France), The Brown–Forman Corporation (U.S.), Monster Beverage Corporation (U.S.), AriZona Beverages USA (U.S.), Gujarat Cooperative Milk Marketing Federation Ltd. (India), Yakult Honsha Co., Ltd. (Japan), and Asahi Group Holdings, Ltd. (Japan).

The global RTD beverages market is segmented by product type (alcoholic and non-alcoholic [carbonated soft drinks, sports & energy drinks, tea & coffee, juices & nectars, dairy & dairy alternatives beverages, flavored & fortified water, and other non-alcoholic beverages]; packaging type (bottled beverages [plastic bottles and glass bottles], canned beverages, tetra pak-packaged beverages, and other packaged beverages); distribution channel (supermarkets & hypermarkets, convenience stores, e-commerce, specialty stores, and other distribution channels), and geography. The study also evaluates industry competitors and analyzes the country-level markets.

Based on product type, the global RTD beverages market is segmented into alcoholic beverages and non-alcoholic beverages. Non-alcoholic beverages are further segmented into carbonated soft drinks, sports & energy drinks, tea & coffee, juices & nectars, dairy & dairy alternatives beverages, flavored & fortified water, and other non-alcoholic beverages. In 2024, the non-alcoholic beverages segment is expected to account for the larger share of the global RTD beverages market. The segment's large market share is attributed to the easy availability and convenience of non-alcoholic beverages, the unrestricted off-premises sale and consumption of non-alcoholic beverages, the growing number of health-conscious consumers, and the increased adoption of functional and plant-based beverages. However, the alcoholic beverages segment is projected to register a higher CAGR during the forecast period 2024–2031.

Based on packaging type, the global RTD beverages market is segmented into bottled beverages (plastic bottles and glass bottles), canned beverages, Tetra Pak-packaged beverages, and other packaged beverages. In 2024, the bottled beverages segment is expected to account for the largest share of the global RTD beverages market. The

segment's large market share is attributed to factors such as the wide availability of bottled beverages in various shapes, sizes, and quantities, the convenient consumption, transportation, and storage offered by bottled beverages, the extended shelf-life of bottled products, and the cost-effectiveness of bottle packaging, which translates to the lower market prices of bottled products. However, the Tetra Pak-packaged beverages segment is projected to register the highest CAGR during the forecast period 2024–2031.

Based on distribution channel, the global RTD beverages market is segmented into supermarkets & hypermarkets, convenience stores, e-commerce, specialty stores, and other distribution channels. In 2024, the supermarkets & hypermarkets segment is expected to account for the largest share of the global RTD beverages market. The segment's large market share is attributed to rapid urbanization, rising disposable incomes, the growing number of supermarkets and hypermarkets, and increased sales of RTD beverages in well-established supermarkets and hypermarkets. However, the e-commerce segment is projected to register the highest CAGR during the forecast period 2024–2031.

An in-depth geographic analysis of the industry provides detailed qualitative and quantitative insights into the five major regions (North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa) and the coverage of major countries in each region. In 2024, North America is expected to account for the largest share of the global RTD beverages market. North America's major market share can be attributed to the well-established packaged drinks market, high awareness of the health benefits of functional beverages, growing adoption of alcoholic RTD beverages, and rapid innovation and development of RTD beverages.

Key Questions Answered in the Report-

What is the current revenue generated by RTD beverages globally?

At what rate is the global RTD beverages demand projected to grow for the next 5–7 years?

What are the historical market sizes and growth rates of the global RTD beverages market?

What are the major factors impacting the growth of this market at the regional and country levels? What are the major opportunities for existing players and

new entrants in the market?

Which segments in terms of product type, packaging type, and distribution channel are expected to create major traction for the manufacturers in this market?

What are the key geographical trends in this market? Which regions/countries are expected to offer significant growth opportunities for the manufacturers operating in the global RTD beverages market?

Who are the major players in the global RTD beverages market? What are their specific product offerings in this market?

What are the recent strategic developments in the global RTD beverages market? What are the impacts of these strategic developments on the market?

Scope of the Report:

RTD Beverages Market Assessment—by Product Type

Non-alcoholic

Carbonated Soft Drinks

Sports & Energy Drinks

Tea & Coffee

Juices & Nectars

Dairy & Dairy Alternatives Beverages

Flavored & Fortified Water

Other Non-alcoholic beverages

Alcoholic

RTD Beverages Market Assessment—by Packaging Type

Bottled Beverages

Plastic Bottle

Glass Bottle

Canned Beverages

Tetra Pak-packaged Beverages

Other Packaged Beverages

RTD Beverages Market Assessment—by Distribution Channel

Supermarkets & Hypermarkets

Convenience Stores

E-commerce

Specialty Stores

Other Distribution Channels

RTD Beverages Market Assessment—by Geography

North America

U.S.

Canada

Europe

U.K.

Germany

France

Spain

Russia

Italy

Netherlands

Belgium

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Rest of Asia-Pacific

Latin America

Brazil

Mexico

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

UAE

Rest of Middle East & Africa

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