

Soft Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

<https://marketpublishers.com/r/SF29F7D70EA7EN.html>

Date: July 2024

Pages: 524

Price: US\$ 4,750.00 (Single User License)

ID: SF29F7D70EA7EN

Abstracts

The Soft Drinks Market size is estimated at 676.1 billion USD in 2024, and is expected to reach 901.7 billion USD by 2030, growing at a CAGR of 4.92% during the forecast period (2024-2030).

The growing demand for healthier, functional drinks across the regions is propelling the soft drink growth

In 2023, the global market was dominated by carbonated soft drinks. The rising consumer preference for clean-label, gluten-free, low-calorie, and low-carb options fueled the growth of the low-calorie carbonated beverages segment in the food industry. Key players like Coca-Cola and Pepsi are actively innovating, introducing a range of flavors in their zero-calorie offerings to attract a wider consumer base. Some countries are employing fiscal measures, such as higher taxes, to curb sugary drink consumption. Consequently, the carbonated soft drinks market witnessed a robust 14.6% growth in value from 2019 to 2023.

The juice segment holds a significant position as the second-largest category in the market. Global consumer preferences for juices are being shaped by health and wellness trends, product launches, and enhanced packaging. In the US, 40% of juice and smoothie consumers increased their juice intake in 2023, primarily driven by a desire to boost their vitamin intake. In 2022, around half of Chinese consumers prioritized a healthy lifestyle, with 32% specifically purchasing health-focused products, including nutritious juices.

RTD (ready-to-drink) coffee is emerging as the fastest-growing soft drink category, with a projected value CAGR of 10.72% during 2024-2030. The formulation of RTD coffee,

especially its appeal to health-conscious consumers, is pivotal. Manufacturers are responding by introducing low-calorie and sugar-free variants, allowing consumers to savor the rich coffee flavor without worrying about excess calories. This strategic move is expected to bolster sales and drive market growth in the coming years.

Availability of soft drinks in a wide range and continuous innovations are driving demand

From 2021 to 2023, the global sales value of soft drinks surged by 8.38%. The carbonated beverage market is poised for long-term growth, driven by robust product advertising, a preference for convenient on-the-go food options, and increasingly busy lifestyles. Today's health-conscious consumers prioritize both nutrition and taste in their beverage choices. Notably, major industry players are actively transitioning to biodegradable packaging materials, reflecting their commitment to environmental sustainability.

Asia-Pacific, a developing region, is projected to witness a significant sales value growth of 19.88% from 2023 to 2026. Key players are continuously innovating, introducing new flavors in their zero-calorie offerings to entice a broader consumer base. There is a rising consumer demand for low-sugar and low-calorie options, prompting some countries to implement fiscal measures, such as higher taxes, to curb sugary drink consumption effectively.

During 2024-2030, the African soft drink market is set to emerge as the fastest-growing region, with a projected CAGR of 8.35%. Factors such as increasing disposable incomes, rapid urbanization, expanding financial sectors, and significant product launches in countries like Nigeria and Kenya are expected to drive industry growth. In 2020, beverage consumption in the Middle East stood at 3,733 million liters of dairy, 2,646 million liters of juice, nectars, and still drinks, 6,909 million liters of coffee and tea, 11,310 million liters of packaged water, and 2,981 million liters of carbonated soft drinks, totaling 27,857 million liters. This substantial consumption volume is on the rise, presenting ample opportunities for market entry and product innovation in the beverage sector.

Global Soft Drinks Market Trends

Continuous innovation in flavors along with unique formations are catering to changing consumer preferences

The average volume per person in the Soft Drinks market amounted to 42.91 liters in 2023. RTD coffee, RTD tea, RTD juices, energy drinks are high in demand due to their convenient and health benefits. The soft drink consumption is increasing rapidly owing to continued attention on health and comfort.

Products are constantly being developed to cater to a wide range of consumers who are getting more health-conscious, brands like Pepsi recently released Pepsi Zero Sugar Cola Soft Drink with Mango Flavor. However, juices and nectars, carbonated beverages, and iced tea were the most launched soft drink subcategories in 2022.

The average retail prices has increased from USD 0.3 per 355 ml in 2019 to USD 0.5 per 355 ml in 2023. However, the soft drinks market per person revenues of USD 111.20 are generated in 2023. In global comparison, most revenue is generated in the United States where carbonated beverage sales were up 9.7% totaling USD 35.1 billion for the 52 weeks ending May 15, in total U.S. multi-outlets.

Many people have experienced a quick boost in their energy after consuming soft drinks. It boosts a person's mind and also helps in regaining energy. Drinking carbonated soft drinks can make consumer feel better in nausea. Furthermore, soft drinks in addition to water also meets the minimum fluid requirement by the body.

Soft Drinks Industry Overview

The Soft Drinks Market is fragmented, with the top five companies occupying 14.56%. The major players in this market are PepsiCo, Inc., Red Bull GmbH, Suntory Holdings Limited, The Coca-Cola Company and Tingyi (Cayman Islands) Holding Corporation (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Contents

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Consumer Buying Behaviour

4.2 Innovations

4.3 Brand Share Analysis

4.4 Regulatory Framework

5 MARKET SEGMENTATION (INCLUDES MARKET SIZE IN VALUE IN USD AND VOLUME, FORECASTS UP TO 2030 AND ANALYSIS OF GROWTH PROSPECTS)

5.1 Soft Drink Category

5.1.1 Carbonated Soft Drinks

5.1.1.1 By Soft Drink Type

5.1.1.1.1 Diet Cola

5.1.1.1.2 Fruit Flavored Carbonates

5.1.1.1.3 Standard Cola

5.1.1.1.4 Other Types

5.1.2 Energy Drinks

5.1.2.1 By Soft Drink Type

5.1.2.1.1 Energy Shots

5.1.2.1.2 Natural/Organic Energy Drinks

5.1.2.1.3 Sugar-free or Low-calories Energy Drinks

5.1.2.1.4 Traditional Energy Drinks

5.1.2.1.5 Other Energy Drinks

5.1.3 Juices

5.1.3.1 By Soft Drink Type

5.1.3.1.1 100% Juice

- 5.1.3.1.2 Juice Drinks (up to 24% Juice)
- 5.1.3.1.3 Juice concentrates
- 5.1.3.1.4 Nectars (25-99% Juice)
- 5.1.4 RTD Coffee
 - 5.1.4.1 By Soft Drink Type
 - 5.1.4.1.1 Cold Brew Coffee
 - 5.1.4.1.2 Iced coffee
 - 5.1.4.1.3 Other RTD Coffee
- 5.1.5 RTD Tea
 - 5.1.5.1 By Soft Drink Type
 - 5.1.5.1.1 Green Tea
 - 5.1.5.1.2 Herbal Tea
 - 5.1.5.1.3 Iced Tea
 - 5.1.5.1.4 Other RTD Tea
- 5.1.6 Sport Drinks
 - 5.1.6.1 By Soft Drink Type
 - 5.1.6.1.1 Electrolyte-Enhanced Water
 - 5.1.6.1.2 Hypertonic
 - 5.1.6.1.3 Hypotonic
 - 5.1.6.1.4 Isotonic
 - 5.1.6.1.5 Protein-based Sport Drinks
- 5.2 Packaging Type
 - 5.2.1 Aseptic packages
 - 5.2.2 Disposable Cups
 - 5.2.3 Glass Bottles
 - 5.2.4 Metal Can
 - 5.2.5 PET Bottles
- 5.3 Distribution Channel
 - 5.3.1 Off-trade
 - 5.3.1.1 Convenience Stores
 - 5.3.1.2 Online Retail
 - 5.3.1.3 Specialty Stores
 - 5.3.1.4 Supermarket/Hypermarket
 - 5.3.1.5 Others
 - 5.3.2 On-trade
- 5.4 Region
 - 5.4.1 Africa
 - 5.4.1.1 Egypt
 - 5.4.1.2 Nigeria

- 5.4.1.3 South Africa
- 5.4.1.4 Rest of Africa
- 5.4.2 Asia-Pacific
 - 5.4.2.1 Australia
 - 5.4.2.2 China
 - 5.4.2.3 India
 - 5.4.2.4 Indonesia
 - 5.4.2.5 Japan
 - 5.4.2.6 Malaysia
 - 5.4.2.7 South Korea
 - 5.4.2.8 Thailand
 - 5.4.2.9 Vietnam
 - 5.4.2.10 Rest of Asia-Pacific
- 5.4.3 Europe
 - 5.4.3.1 Belgium
 - 5.4.3.2 France
 - 5.4.3.3 Germany
 - 5.4.3.4 Italy
 - 5.4.3.5 Netherlands
 - 5.4.3.6 Russia
 - 5.4.3.7 Spain
 - 5.4.3.8 Turkey
 - 5.4.3.9 United Kingdom
 - 5.4.3.10 Rest of Europe
- 5.4.4 Middle East
 - 5.4.4.1 Qatar
 - 5.4.4.2 Saudi Arabia
 - 5.4.4.3 United Arab Emirates
 - 5.4.4.4 Rest of Middle East
- 5.4.5 North America
 - 5.4.5.1 Canada
 - 5.4.5.2 Mexico
 - 5.4.5.3 United States
 - 5.4.5.4 Rest of North America
- 5.4.6 South America
 - 5.4.6.1 Argentina
 - 5.4.6.2 Brazil
 - 5.4.6.3 Rest of South America

6 COMPETITIVE LANDSCAPE

6.1 Key Strategic Moves

6.2 Market Share Analysis

6.3 Company Landscape

6.4 Company Profiles

6.4.1 Asahi Group Holdings, Ltd.

6.4.2 Eckes-Granini Group GmbH

6.4.3 Hangzhou Wahaha Group Co., Ltd.

6.4.4 Keurig Dr Pepper, Inc.

6.4.5 Monster Beverage Corporation

6.4.6 Nongfu Spring Co., Ltd.

6.4.7 PepsiCo, Inc.

6.4.8 Red Bull GmbH

6.4.9 Refresco Group BV

6.4.10 Suntory Holdings Limited

6.4.11 The Coca-Cola Company

6.4.12 Tingyi (Cayman Islands) Holding Corporation

6.4.13 Uni-President Enterprises Corp.

7 KEY STRATEGIC QUESTIONS FOR SOFT DRINK CEOS

8 APPENDIX

8.1 Global Overview

8.1.1 Overview

8.1.2 Porter's Five Forces Framework

8.1.3 Market Dynamics (DROs)

8.2 Sources & References

8.3 List of Tables & Figures

8.4 Primary Insights

8.5 Data Pack

8.6 Glossary of Terms

I would like to order

Product name: Soft Drinks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

Product link: <https://marketpublishers.com/r/SF29F7D70EA7EN.html>

Price: US\$ 4,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SF29F7D70EA7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

