

# **Nitro-Infused Beverages Market Forecasts to 2034 – Global Analysis By Product (Nitro Coffee, Nitro Soft Drinks, Nitro Tea and Other Products), Packaging (Cans, Bottles and Draft Dispensing), Distribution Channel and By Geography**

<https://marketpublishers.com/r/N3A9B4BF1CEN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: N3A9B4BF1CEN

## **Abstracts**

According to Statistics MRC, the Global Nitro-Infused Beverages Market is accounted for \$174.0 million in 2026 and is expected to reach \$723.8 million by 2034 growing at a CAGR of 19.5% during the forecast period. Drinks that have been injected with nitrogen gas to produce small, effervescent bubbles that improve their flavour and give them a fresher, sweeter aroma are known as nitro-infused drinks. Beer, coffee, tea, and soft drinks are some of the commonly available nitro-infused beverages. A thick, creamy foam head and a rich, silky texture are the results of the nitrogen infusion process. Beverages infused with nitrogen have less acidity than conventional drinks, which reduces the possibility of experiencing gastrointestinal discomfort.

### **Market Dynamics:**

#### **Driver:**

Rising demand for healthy and low-sugar drinks

Nitro-infused beverages, often crafted with nitrogen-infusion technology, offer a unique drinking experience characterised by a creamy texture and smooth taste without added sugars. These beverages, typically cold-brew coffee or teas, appeal to health-conscious consumers seeking low-sugar or sugar-free options while enjoying a rich, flavourful drinking experience. This trend aligns with evolving consumer preferences for healthier alternatives, driving the growth of nitro-infused beverages and catering to this rising

demand for healthier, low-sugar drink options.

### **Restraint:**

#### Escalating raw material prices

The nitro-infused beverage market faces restraint due to escalating raw material prices. Essential components like premium coffee beans, specialty teas, and nitrogen gas are witnessing price hikes attributed to various factors, including supply chain disruptions and increased demand. These elevated costs directly impact production expenses, potentially leading to higher manufacturing costs for nitro-infused beverages. As a result, businesses may face challenges in maintaining competitive pricing or sustaining profit margins, hindering market growth.

### **Opportunity:**

#### Innovative flavours and varieties

Nitro-infused beverages offer a platform for experimentation with various flavours, infusions, and beverage types, ranging from nitrogen-infused cold-brew coffee and teas to fruit-based drinks and even alcoholic beverages. This flexibility allows beverage manufacturers and artisans to cater to a wide range of consumer tastes and preferences, encouraging the development of new and exciting flavours. Furthermore, the ability to offer creative, enticing, and unusual flavours in nitro-infused beverages becomes a distinct opportunity to captivate consumers and expand market share within the constantly changing beverage industry.

### **Threat:**

#### Environmental concerns

Environmental concerns pose a threat to the nitro-infused beverage market due to potential sustainability issues related to packaging, production methods, and waste generation. Nitrogen gas, a key component in nitrogen-infused beverages, may contribute to environmental impacts if not handled responsibly. Also, the packaging materials used for these beverages, if not eco-friendly, could raise concerns about their disposal and environmental footprint. Thereby, it will hamper market growth.

#### Covid-19 Impact

The COVID-19 pandemic had mixed effects on the nitro-infused beverage market. Initially, lockdowns and restrictions on the hospitality and food service sectors led to a downturn as cafes, restaurants, and specialty beverage outlets faced closures or reduced foot traffic. However, the rise in at-home consumption and the shift towards convenient, ready-to-drink options provided opportunities for canned or bottled nitro-infused beverages. Overall, the market adapted to changing consumption habits, witnessing shifts in distribution channels and product formats due to pandemic-induced consumer behaviour changes.

The nitrosoft drinks segment is expected to be the largest during the forecast period

The nitrosoft drinks segment is estimated to hold the largest share. Nitrosoft drinks involve the infusion of nitrogen gas into non-alcoholic carbonated beverages like sodas or flavoured drinks. This process involves pressurising the drink with nitrogen, imparting a smooth and creamy texture with fine bubbles upon pouring. Nitro Soft Drinks offer a unique sensory experience, enhancing the beverage's mouthfeel and flavour profile. The nitrogen infusion creates a velvety texture and enhances the drink's overall creaminess, elevating its appeal among consumers seeking innovative and enjoyable soft drink options with a distinctive visual and taste experience.

The supermarket/ hypermarkets segment is expected to have the highest CAGR during the forecast period

The supermarket/ hypermarkets segment is anticipated to have lucrative growth during the forecast period. Supermarkets and hypermarkets serve as crucial channels for consumers to access a diverse range of nitro-infused beverages, including canned or bottled options such as nitro coffee, teas, soft drinks, and other specialty beverages. These retail environments offer convenience and variety, enabling customers to explore and purchase nitro-infused drinks alongside other beverage choices. The presence of nitro-infused beverages on supermarket and hypermarket shelves enhances accessibility and exposure, capturing consumer interest and catering to evolving preferences for innovative and premium beverage options.

### **Region with largest share:**

Asia Pacific commanded the largest market share during the extrapolated period due to evolving consumer tastes and increasing demand for innovative drink experiences. Countries like China, Japan, and South Korea witness a rising trend in specialty coffee

consumption, propelling the popularity of nitro coffee and other nitrogen-infused beverages. Moreover, urbanisation and a burgeoning cafe culture in major cities fuel the market's expansion. This region's dynamic beverage landscape, coupled with a growing preference for premium and experiential drinks, positions Asia-Pacific as a promising hub for the nitro-infused beverage market's growth.

### **Region with highest CAGR:**

North America is expected to witness profitable growth over the projection period, a sophisticated beverage culture and a strong inclination towards premium and innovative drink options. The presence of established cafe chains and the rapid expansion of retail outlets catering to specialty beverages enhance accessibility and consumer interest. North America's penchant for unique, high-quality drinks solidifies its position as a thriving hub for the nitro-infused beverage market.

### **Key players in the market**

Some of the key players in the Nitro-Infused Beverages Market include Rise Brewing Co., Lucky Jack, Starbucks Corporation, Califia Farms, Left Hand Brewing Co., Caveman Coffee Co., Monster Energy Company, Quivr, PepsiCo, Bona Fide Nitro Coffee and Tea, Funkin Cocktails, Nitro Beverage Co., Beanly Beverages Private Limited, Cruise Beverages, East Forged, H&H Products Company, La Colombe Coffee Roasters, King's Row Coffee and Lucky Jack Cold Brew Coffee.

### **Key Developments:**

In November 2023, Starbucks Coffee Company announced its long-term growth strategy, Triple Shot Reinvention with Two Pumps, to elevate the brand, strengthen and scale digital, further expand globally, identify opportunities within and outside the store for efficiencies, and reinvigorate the partner (employee) culture.

In September 2021, RISE Brewing Co., the organic nitro cold brew and oat milk company, announced their latest collaboration with a newly launched New York-based Thai Iced Tea and Coffee company, Emshika's. The collaboration products include the Emshika's x RISE Brewing Co. Oat Milk Thai Coffee Latte and Thai Tea Latte.

Products Covered:

Nitro Coffee

Nitro Soft Drinks

Nitro Tea

Other Products

Packagings Covered:

Cans

Bottles

Draft Dispensing

Distribution Channels Covered:

Supermarket/ Hypermarkets

Online

Convenience Stores

Other Distribution Channels

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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