

Beverage Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Non-Alcoholic Beverages, Alcoholic Beverages), By Packaging Type (Cans, Bottles), By Distribution Channel (Offline, Online), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Beverage Market was valued at USD 674.37 billion in 2024 and is expected to grow to USD 923.45 billion by 2030 with a CAGR of 5.43% during the forecast period. The global beverage market is experiencing dynamic growth, driven by shifting consumer preferences toward health, wellness, and sustainability. Increasing demand for functional beverages, such as energy drinks, probiotics, and plant-based options, is reshaping product innovation. Additionally, premiumization and convenience are influencing purchasing decisions, with consumers favoring ready-to-drink formats and ethically sourced ingredients. The rise of clean-label trends and low- or no-alcohol alternatives is further transforming the industry landscape. Technological advancements in packaging and distribution, along with growing online sales channels, are expanding market reach.

Key Market Drivers

Rising Health and Wellness Consciousness

A significant driver shaping the global beverage market is the growing consumer emphasis on health and wellness. As people become more aware of the link between

diet and overall health, they are increasingly seeking beverages that contribute to physical and mental well-being. This has led to a surge in demand for low-sugar, low-calorie, and functional beverages. Products enriched with vitamins, antioxidants, probiotics, and plant-based ingredients are gaining strong popularity among health-conscious consumers. Beverages such as kombucha, cold-pressed juices, infused waters, and plant-based milk are seeing increased market penetration due to their perceived health benefits.

The growing global burden of lifestyle-related diseases such as obesity, diabetes, and cardiovascular disorders is prompting consumers to shift away from sugar-laden carbonated drinks and opt for healthier alternatives. According to the International Food Information Council (IFIC) 2024 Food and Health Survey, 74% of consumers are actively trying to limit or avoid sugar, while 59% are interested in functional foods and beverages that provide health benefits beyond basic nutrition. As a result, beverage manufacturers are reformulating traditional offerings and innovating with better-for-you ingredients to align with evolving dietary preferences. The trend is also giving rise to clean-label products with simple, transparent ingredient lists, further reinforcing consumer trust.

Key Market Challenges

Fluctuating Raw Material Prices and Supply Chain Disruptions

One of the most pressing challenges for the global beverage industry is the volatility in raw material prices and ongoing supply chain disruptions. Beverages rely heavily on agricultural commodities such as fruits, grains, sugar, coffee, tea leaves, and dairy. These raw materials are often subject to unpredictable factors including weather conditions, climate change, geopolitical tensions, and changing trade policies. For instance, droughts and floods can damage crop yields, leading to shortages and rising costs of ingredients. Similarly, disruptions in the global supply chain—exacerbated by the COVID-19 pandemic and subsequent economic recovery—have impacted the availability and timely delivery of packaging materials, flavors, and other essential inputs.

Additionally, energy costs and transportation fees have increased significantly, placing further pressure on production budgets. These fluctuations pose major challenges to pricing strategies and profit margins, particularly for small and mid-sized beverage companies. Navigating such uncertainty requires agile procurement, diversified sourcing, and robust risk management practices, which not all market players are equipped to implement.

Key Market Trends

Surge in Plant-Based and Dairy-Free Beverages

The plant-based movement is making a strong impact on the global beverage market, driven by increasing consumer focus on health, sustainability, and animal welfare. With more people shifting toward vegan, vegetarian, or flexitarian lifestyles, demand for plant-based beverages—such as almond milk, oat milk, soy milk, coconut water, and plant-based protein shakes—is rising sharply. These alternatives are favored for being cholesterol-free, easily digestible, and more environmentally friendly. Oat milk, in particular, has surged in popularity due to its creamy texture and lower environmental footprint compared to almond or soy milk. According to a 2024 market analysis by the Plant Based Foods Association, global sales of plant-based beverages grew by over 10% year-on-year, reflecting strong consumer adoption. These products also cater to lactose-intolerant individuals and those with dairy allergies. In response, major beverage brands are rapidly expanding their portfolios with dairy-free drinks fortified with essential nutrients. As the segment evolves, innovations in taste, cleaner labels, and nutritional enhancement are expected to deepen consumer engagement and loyalty.

Key Market Players

Nestle S.A.

PepsiCo, Inc.

The Coca-Cola Company

Anheuser-Busch InBev

Heineken N.V.

Diageo plc

Suntory Holdings Limited

Constellation Brands, Inc.

Red Bull GmbH

Keurig Dr Pepper

Report Scope:

In this report, the Global Beverage Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Beverage Market, By Product Type:

Non-Alcoholic Beverages

Alcoholic Beverages

Beverage Market, By Packaging Type:

Cans

Bottles

Beverage Market, By Distribution Channel:

Offline

Online

Beverage Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Beverage Market.

Available Customizations:

Global Beverage Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL BEVERAGE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Non-Alcoholic Beverages, Alcoholic Beverages)

5.2.2. By Packaging Type (Cans, Bottles)

5.2.3. By Distribution Channel (Offline, Online)

5.2.4. By Region

5.2.5. By Company (2024)

5.3. Market Map

6. NORTH AMERICA BEVERAGE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Packaging Type

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Beverage Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Packaging Type

6.3.1.2.3. By Distribution Channel

6.3.2. Canada Beverage Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Packaging Type

6.3.2.2.3. By Distribution Channel

6.3.3. Mexico Beverage Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Packaging Type

6.3.3.2.3. By Distribution Channel

7. EUROPE BEVERAGE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Packaging Type

7.2.3. By Distribution Channel

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. France Beverage Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Packaging Type

7.3.1.2.3. By Distribution Channel

7.3.2. Germany Beverage Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Packaging Type

7.3.2.2.3. By Distribution Channel

7.3.3. Spain Beverage Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Packaging Type

7.3.3.2.3. By Distribution Channel

7.3.4. Italy Beverage Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Packaging Type

7.3.4.2.3. By Distribution Channel

7.3.5. United Kingdom Beverage Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Product Type

7.3.5.2.2. By Packaging Type

7.3.5.2.3. By Distribution Channel

8. ASIA-PACIFIC BEVERAGE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Packaging Type

8.2.3. By Distribution Channel

8.2.4. By Country

8.3. Asia-Pacific: Country Analysis

8.3.1. China Beverage Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Product Type

8.3.1.2.2. By Packaging Type

8.3.1.2.3. By Distribution Channel

8.3.2. Japan Beverage Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Product Type

8.3.2.2.2. By Packaging Type

8.3.2.2.3. By Distribution Channel

8.3.3. India Beverage Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Product Type

8.3.3.2.2. By Packaging Type

8.3.3.2.3. By Distribution Channel

8.3.4. South Korea Beverage Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Product Type

8.3.4.2.2. By Packaging Type

8.3.4.2.3. By Distribution Channel

8.3.5. Indonesia Beverage Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Product Type

8.3.5.2.2. By Packaging Type

8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA BEVERAGE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Packaging Type

9.2.3. By Distribution Channel

9.2.4. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Beverage Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Packaging Type

9.3.1.2.3. By Distribution Channel

9.3.2. Saudi Arabia Beverage Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Packaging Type

9.3.2.2.3. By Distribution Channel

- 9.3.3. UAE Beverage Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Packaging Type
 - 9.3.3.2.3. By Distribution Channel
- 9.3.4. Turkey Beverage Market Outlook
 - 9.3.4.1. Market Size & Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share & Forecast
 - 9.3.4.2.1. By Product Type
 - 9.3.4.2.2. By Packaging Type
 - 9.3.4.2.3. By Distribution Channel

10. SOUTH AMERICA BEVERAGE MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Packaging Type
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Beverage Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Packaging Type
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Argentina Beverage Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Packaging Type
 - 10.3.2.2.3. By Distribution Channel

10.3.3. Colombia Beverage Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Product Type

10.3.3.2.2. By Packaging Type

10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Company Profiles

15.1.1. Nestle S.A.

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

- 15.1.1.7. Key Management Personnel
- 15.1.2. PepsiCo, Inc.
- 15.1.3. The Coca-Cola Company
- 15.1.4. Anheuser-Busch InBev
- 15.1.5. Heineken N.V.
- 15.1.6. Diageo plc
- 15.1.7. Suntory Holdings Limited
- 15.1.8. Constellation Brands, Inc.
- 15.1.9. Red Bull GmbH
- 15.1.10. Keurig Dr Pepper

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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