

Global Non-Alcoholic Drinks Market, By Product Type (Carbonated Soft drinks, Functional/Energy & Sports Drinks, Fruit Juices & Flavored Drinks, Bottled Water and Others (Dairy-based Drinks, Tea & Coffee, Sodas, etc.)), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Store, online, Others (Grocery Stores, Independence store, etc.)), By Region, Competition Forecast & Opportunities, 2016-2026F

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Abstracts

The global non-alcoholic drinks market size was valued at USD927.50 billion in 2020 and is projected to grow at a CAGR of 5.72% during the forecast period to reach around USD1.28 trillion by 2026, on account of rising personal disposable income because of which people are shifting to healthier alternatives like fruit juices and energy drinks. Introducing a variety of innovative drinks in the market has led to the growth of the non-alcoholic drinks market. Moreover, many companies are seeking to provide offerings that satisfy the ever-growing consumer demand for both healthy and convenient options such as ready-to-drink (RTD) tea and coffee, herbal sparkling water, low-sugar smoothies, shakes, and juices. These rapid innovations led to an increase in the non-alcoholic drinks market.

Recent trend in the market shows that consumers are becoming more health conscious which is leading to an increase in the demand for nutritious drinks and low sugar non-alcoholic drinks due to which sports and energy drinks are expanding into the market. Consumers are shifting toward organic drinks that do not contain chemical ingredients. Drinks with all-natural ingredients, no artificial flavors and preservatives, natural

pigments, fruit incorporations, and low carbohydrates increase the performance as well as energy of consumers throughout the day.

The global non-alcoholic drinks market was severely affected by the unexpected downfall in the sales due to the COVID-19 pandemic, which majorly affected the import-export of non-alcoholic drinks in the market. During the lockdown, the maximum volume of sale of non-alcoholic drinks is generated from fruit juice segment as it is healthier and boosts the immune system of people. Cancellation of the major events in sports like the World Cup 2020 and Olympics led to the downfall in sale of non-alcoholic drinks in the market.

The global non-alcoholic drinks market can be segregated into product type, distribution channels, and region. Regionally, the non-alcoholic drinks market has been segmented into Asia Pacific, North America, South America, Europe, and Middle East & Africa. Among these regions, South America is expected to grow at a rapid CAGR of over 6.00% during 2021E-2026F and is expected to be the fastest-growing region in the forecast period due to an increase in the sale of functional drinks, energy drinks, and flavored drinks. Owing to their health benefit properties, the drinks are popular and highly acceptable in the region.

The Coca-Cola Company, PepsiCo, Inc., Keurig Dr Pepper Inc., Suntory Beverage & Food Ltd., Nestlé S.A, Danone S.A., are few of the prominent players operating in the global non-alcoholic drinks market. Nestlé S.A is also the most active companies in terms of product launches and marketing of their products. The development of non-alcoholic drinks products, to enhance the product portfolio and to capture untapped markets, has driven the growth in the global non-alcoholic drinks market. Similarly, to increase their portfolio, in March 2020, PepsiCo, Inc. acquired Rockstar, Inc. energy drinks for USD3.85 billion. Owing to the changing tastes and preferences of consumers, there have been rapid developments in non-alcoholic drinks products by various market players.

Years considered for this report:

Historical Years: 2016-2020

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026.

Objective of the Study:

1. To analyze the historical growth in the market size of the global non-alcoholic drinks market from 2016 to 2020.
2. To estimate and forecast the market size of the global non-alcoholic drinks market from 2021 to 2026 and growth rate until 2026.
3. To classify and forecast the global non-alcoholic drinks market based on product type, distribution channel, company, and regional distribution.
4. To identify dominant region or segment in the global non-alcoholic drinks market.
5. To identify drivers and challenges for the global non-alcoholic drinks market.
6. To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the global non-alcoholic drinks market.
7. To identify and analyze the profile of leading players operating in the global non-alcoholic drinks market.
8. To identify key sustainable strategies adopted by market players in the global non-alcoholic drinks market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of global non-alcoholic drinks market using a top-down approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the

industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Non-alcoholic manufacturers, suppliers, distributors

Market research and consulting firms

Government bodies such as regulating authorities and policy makers.

Organizations, forums, and alliances related to non-alcoholic drinks.

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global non-alcoholic drinks market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Non-Alcoholic Drinks Market, By Product Type:

Carbonated Soft drinks

Functional/Energy & Sports Drinks

Fruit Juices & Flavored Drinks

Bottled Water

Others (Dairy-based Drinks, Tea & Coffee, Sodas, etc.)

Global Non-Alcoholic Drinks Market, By Distributional Channel:

Supermarkets/Hypermarket

Convenience Stores/Forecourt Retailers

Departmental Store

Online

Others (Grocery Stores, Independence store, etc.)

Global Non-Alcoholic Drinks Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

Spain

United Kingdom

Italy

France

Asia Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global non-Alcoholic drinks market.

Available Customizations:

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).

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