

Non-Alcoholic Concentrated Syrup Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Fruit Syrups, Vegetable Syrups, Herbs & Spices Syrups, Others), By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Non-Alcoholic Concentrated Syrup Market was valued at USD 24.11 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.7% through 2028. Rising consumption of non-carbonated drinks in developed countries including U.S., Mexico, and Canada is expected to boost the product demand over the forecast period. The market is driven by the increasing demand for non-carbonated drinks, particularly in developed countries. Non-alcoholic concentrated syrups are used to prepare a variety of beverages, including fruit juices, soft drinks, and cocktails. They are also used in baking and confectionery applications.

Demand for the product will additionally be fueled by increased consumption of fruit and vegetable juices as people become more conscious of the importance of leading healthy lives. A further factor that will contribute to the market's expansion is the introduction of new flavors and products with increased protein and mineral levels. The market for the product is also predicted to rise in the upcoming years due to the growing desire for non-alcoholic beverages that are simple to keep and serve.

Due to the growing significance of living a healthy lifestyle, the demand for drinks with fruit as an ingredient has been steadily increasing. Additionally, consumers' altered eating habits and changing lifestyles have led to an increase in the consumption of

cheap, quick, and beneficial sources of nutrition like fruit-based drinks, which has fueled the market's expansion. Additionally, the RTE fruit-based drinks market is anticipated to experience a significant increase in the forecast period due to the auxiliary demand from the beverage industry, which is a result of the increased consumption of convenience products, including on-the-go beverages, and the rising demand for natural foods, as well as health and nutritional concerns with regard to processed products.

In the coming years, the demand for ready-to-serve beverages is expected to expand significantly around the world. During the forecast period, it is also anticipated that rising demand for non-alcoholic concentrated syrup from restaurants, hotels, and juice bars will boost global market growth. Additionally, rising consumer awareness of the advantages of concentrated syrup consumption is anticipated to fuel market expansion because the product contains vitamins and minerals that are good for the body. However, it is believed that the lack of adequate authenticity and quality check standards for local concentrated non-alcoholic syrups and the danger of alternatives may impede market expansion in the near future.

Key Market Drivers

Rise in Health-Conscious Consumers

Health consciousness has become a prevailing trend worldwide, prompting consumers to seek healthier alternatives to traditional sugary beverages. Non-alcoholic concentrated syrups have emerged as a solution to this demand, allowing consumers to customize their drinks with reduced sugar content and fewer calories while maintaining flavor. This driver is primarily fueled by the increasing awareness of the adverse health effects associated with excessive sugar consumption, including obesity, diabetes, and cardiovascular diseases. One of the most significant drivers of the non-alcoholic concentrated syrup market is the shift in consumer preferences towards reduced sugar content in their beverages. Health-conscious consumers are actively seeking options that allow them to enjoy the flavors they love without the guilt of excessive sugar intake. Concentrated syrups offer a way to achieve this by providing a concentrated burst of flavor with less sugar.

Manufacturers have responded to this trend by introducing a variety of low-calorie and sugar-free concentrated syrups. These products cater to consumers who are actively managing their calorie intake and blood sugar levels. Artificial sweeteners and natural sweeteners like stevia have been used to create these syrups, providing a sweet taste

without the added sugars. To further appeal to health-conscious consumers, some concentrated syrup manufacturers are incorporating functional ingredients like vitamins, antioxidants, and botanical extracts into their products. These additions not only enhance the nutritional profile of the syrups but also align with consumers' desire for products that offer potential health benefits.

In conclusion, the health-conscious consumer segment is a powerful driver of the non-alcoholic concentrated syrup market. The demand for reduced sugar content, the availability of sugar-free and low-calorie varieties, transparent labeling, and the incorporation of functional ingredients are all contributing to the market's growth. As consumers prioritize their health and wellness, non-alcoholic concentrated syrups that offer healthier beverage customization options are likely to remain in high demand.

Expanding Beverage Industry

The global beverage industry is experiencing consistent expansion, driven by factors such as population growth, urbanization, and rising disposable incomes. Within this landscape, non-alcoholic concentrated syrups play a pivotal role by offering a diverse range of flavors and customization options. This driver is characterized by the symbiotic relationship between the beverage industry and concentrated syrup manufacturers, as the latter serves as an essential ingredient supplier to the former. Consumers worldwide are increasingly seeking diverse and unique beverage experiences. They are no longer satisfied with traditional flavors and are eager to explore new tastes and combinations. The concentrated syrups market addresses this demand by providing a wide array of flavors and customization possibilities for both alcoholic and non-alcoholic beverages.

The expanding beverage industry has fostered collaborative efforts between concentrated syrup manufacturers and beverage companies. These collaborations aim to create unique and appealing beverage offerings that capture consumer attention. Such partnerships often lead to the development of exclusive, limited-edition flavors and products, driving consumer interest and sales.

In conclusion, the expanding beverage industry is a major driver of the non-alcoholic concentrated syrup market. The demand for diverse beverages, the versatility of concentrated syrups in product development, innovative collaborations, and market expansion opportunities all contribute to the growth of the market. As the beverage industry continues to evolve and innovate, non-alcoholic concentrated syrups are expected to play a central role in meeting consumer preferences for exciting and varied beverage options.

Demand for Diverse and Exotic Flavors in Beverages

The demand for diverse and exotic flavors in beverages has witnessed a surge in recent years, driving the growth of the non-alcoholic concentrated syrup market. Consumers are increasingly seeking unique and exciting taste experiences, and concentrated syrups provide an extensive range of flavor options that can be easily incorporated into various beverages. This driver reflects the consumer-driven push for novelty and variety in beverage choices. Today's consumers, especially the younger demographic, value novelty and variety in their food and beverage choices. They seek out new and exotic flavors, and concentrated syrups offer a convenient way to infuse beverages with a wide range of tastes, from tropical fruits to herbal infusions.

Concentrated syrups empower consumers to personalize their beverages according to their flavor preferences. This customization aspect resonates with consumers who want to tailor their drinks to their unique tastes. Whether it's adjusting sweetness levels or creating a signature cocktail, concentrated syrups facilitate customization. Flavor diversity is also influenced by the increasing popularity of global cuisines and flavors. Consumers are eager to explore flavors from different cultures, and concentrated syrups allow beverage manufacturers to capture and incorporate these trends into their product offerings. This includes flavors inspired by Asian, Latin American, Middle Eastern, and other cuisines. Concentrated syrup manufacturers continuously invest in flavor innovation, responding to emerging trends and consumer preferences. This involves research and development efforts to create unique, high-quality flavor profiles that can be used in various applications, from beverages to culinary creations.

Key Market Challenges

Intense Competition and Market Saturation

One of the primary challenges in the non-alcoholic concentrated syrup market is the increasing level of competition and market saturation. As the market has grown, more manufacturers have entered the arena, leading to a crowded marketplace with numerous brands and products vying for consumer attention. The relatively low entry barriers in this market, including the ease of recipe development and production, have encouraged numerous new players to enter. This has led to a proliferation of brands and products, intensifying competition. Established beverage and food companies often extend their product lines to include concentrated syrups, leveraging their existing brand recognition and distribution networks. This increases the number of competitors in the

market. The emergence of private label or store brand concentrated syrups has added to the competition. Retailers often offer these products at lower prices, intensifying price-based competition. In conclusion, intense competition and market saturation pose significant challenges for the non-alcoholic concentrated syrup market. Manufacturers must employ strategies like differentiation, brand building, and niche targeting to thrive in this competitive environment.

Health and Regulatory Concerns

Amidst growing health consciousness, health and regulatory concerns present a major challenge to the non-alcoholic concentrated syrup market. Consumers are increasingly scrutinizing the ingredients and nutritional content of products, including concentrated syrups, which are often associated with high sugar content. The high sugar content in many concentrated syrups is a major concern for health-conscious consumers. Excessive sugar intake has been linked to various health issues, including obesity, diabetes, and dental problems. Some concentrated syrups contain artificial additives, such as artificial colors and flavors, which are perceived as less healthy by consumers. There is a growing demand for natural and clean-label products.

Regulatory authorities are implementing stricter labeling requirements, including clearer information on sugar content and the use of artificial additives. Manufacturers must comply with these regulations to avoid legal issues and consumer backlash. In some regions, governments have imposed sugar taxes to discourage the consumption of high-sugar products. This can increase the cost of production and impact pricing strategies.

In conclusion, health and regulatory concerns related to sugar content and artificial additives pose challenges to the non-alcoholic concentrated syrup market. Manufacturers can address these concerns by reducing sugar content, adopting clean-label formulations, and ensuring compliance with labeling regulations.

Key Market Trends

Health and Wellness Trends

The health and wellness trend has become a driving force in the non-alcoholic concentrated syrup market. Consumers are increasingly seeking healthier alternatives to traditional sugary beverages, driving the demand for concentrated syrups with reduced sugar content and functional ingredients. Health-conscious consumers are actively looking for concentrated syrups with reduced sugar and lower calorie content.

Manufacturers are responding by developing formulations that maintain flavor while reducing the sugar load, often using natural sweeteners like stevia or monk fruit. Concentrated syrups are now incorporating functional ingredients such as vitamins, antioxidants, and botanical extracts. These ingredients not only enhance the nutritional profile of the syrups but also cater to consumers looking for added health benefits in their beverages.

Clear and transparent labeling, including information on sugar content, calorie counts, and ingredient lists, is becoming crucial. Consumers want to make informed choices about what they consume, and companies that provide this information are gaining trust and loyalty. Clean-label products, which are free from artificial additives, colors, and preservatives, are highly sought after by health-conscious consumers. Concentrated syrup manufacturers are reformulating their products to meet these demands, focusing on natural flavorings and coloring agents. Catering to dietary restrictions and allergen concerns is another aspect of the health and wellness trend. Manufacturers are developing allergen-free and dietary-specific concentrated syrups to accommodate consumers with specific dietary needs.

In conclusion, the health and wellness trend is a dominant force in the non-alcoholic concentrated syrup market. The demand for reduced sugar options, functional ingredients, transparency in labeling, clean-label products, dietary-specific syrups, and holistic well-being products are all driving the development and growth of this trend.

Sustainability and Eco-Friendly Practices

Sustainability and eco-friendliness have gained prominence across industries, including the non-alcoholic concentrated syrup market. Consumers are increasingly concerned about the environmental impact of their choices, leading to a growing demand for sustainable products and practices. Manufacturers are paying more attention to the sustainability of the ingredients they use. This includes sourcing fruits, sweeteners, and other raw materials from suppliers committed to sustainable farming practices. Packaging is a significant focus for sustainability efforts. Concentrated syrup manufacturers are exploring innovative packaging solutions, such as recyclable and biodegradable materials, to reduce the environmental footprint of their products. Some companies are actively working to reduce their carbon emissions throughout the production and distribution processes. This includes using renewable energy sources and optimizing transportation logistics.

Obtaining eco-friendly certifications and labels, such as Fair Trade or organic

certifications, is becoming more common in the concentrated syrup market. These certifications signal a commitment to sustainability and ethical practices. Brands are also taking on the role of educating consumers about the environmental impact of their products. Transparency about sustainable practices can create a stronger connection with environmentally conscious consumers. In conclusion, sustainability and eco-friendly practices are significant trends in the non-alcoholic concentrated syrup market. Manufacturers are adopting sustainable ingredient sourcing, reducing packaging waste, minimizing their carbon footprint, promoting waste reduction and recycling, seeking eco-friendly certifications, and educating consumers about their efforts to support sustainability.

Segmental Insights

Type Insights

Based on type, Fruit syrups was the dominant product segment in 2022 and is anticipated to expand further with significant CAGR. High demand for easy-to-store fruit syrups due to hectic lifestyles is considered as a significant factor for segment growth. The herbs and spices syrup is estimated to be the second fastest-growing segment owing to rising demand for herbs and spices. In addition, top manufacturers in this segment focus more on providing authentic flavors and ingredients, which will fuel the growth further.

Distribution Channel Insights

Based on distribution channel, the supermarkets/hypermarkets segment dominated the worldwide non-alcoholic concentrated syrup market. Over the forecasted period, this category will continue to grow at a consistent CAGR. The capacity of consumers to compare and select the best product is made possible by the availability of a variety of items from various companies. Structured retail sector developments have also fueled the segment's expansion.

Regional Insights

North America was the dominant regional market in 2022 and is anticipated to grow further at a significant CAGR during the forecasted period. This is on account of high production of fruit and vegetable syrups in U.S. In addition, companies are acquiring new segments of the market with their premium products, including concentrated syrups of unique flavors and authentic taste.

Asia Pacific is expected to be the fastest-growing market during the forecasted period. The regional market has potential growth opportunities for new segments, such as convenience food, as the developing countries in APAC are adopting western culture and lifestyle. Moreover, increasing consumer disposable income levels will contribute to the demand. The regional market has potential growth opportunities for new segments, such as convenience food, as the developing countries in the region are adopting western culture and lifestyle. Moreover, increasing consumer disposable income levels will contribute to the demand. Also, with the increasing internet penetration, the online market for the purchase of food items, including non-alcoholic concentrated syrups, has experienced rapid growth, globally, in the last three to four years. This category has attracted a few vertical specialists, like Amazon, Walmart, and Carrefour, who are riding on the increasing e-retailing growth and vying for a significant share in the online non-alcoholic concentrated syrup market.

Key Market Players

Pioma Industries Pvt. Ltd.

Monin

Britvic Plc.

Hamdard Laboratory

Nichols Plc

Hindustan Unilever Ltd.

Suntory Holdings Ltd.

Coffee's Pvt. Ltd.

The Coca-Cola Company

Elvin Group

Report Scope:

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

Non-Alcoholic Concentrated Syrup Market, By Type:

Fruit Syrups

Vegetable Syrups

Herbs & Spices Syrups

Others

Gummies

Non-Alcoholic Concentrated Syrup Market, By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Online

Others

Non-Alcoholic Concentrated Syrup Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Non-Alcoholic Concentrated Syrup Market.

Available Customizations:

Global Non-Alcoholic Concentrated Syrup market report with the given market data, Tech Sci 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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