

# **United States Non-Alcoholic Drinks Market, By Product Type (Carbonated Drinks and Non-Carbonated Drinks), By Packaging Type (Bottle, Can, Others (Tetra pack & Pouches)) By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores/Forecourt Retailers, Departmental Store, Online, Others (Grocery Stores, Independent store, etc.)), By Region, Competition Forecast & Opportunities, 2026**

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## **Abstracts**

The United States non-alcoholic drinks market was valued at USD145.49 billion in 2020. The United States non-alcoholic drinks market is also anticipated to register growth at a CAGR of 6.70% in the forecast period to reach USD213.36 billion by 2026F. The growth of the United States non-alcoholic drinks market is driven by factors like the increasing inclination of the country's population toward non-alcoholic drinks. A surge in demand for early morning beverages and switch to other non-alcoholic drinks to avoid alcohol consumption is further driving the growth of the United States non-alcoholic drinks market in the upcoming five years. Also, rapidly increasing disposable income among the young population of the country is anticipated to support the growth of the United States non-alcoholic drinks market in the next five years. The beverage industry in the United States is flooded with flavored non-alcoholic drinks and consistent efforts of market players providing innovative and new flavored drinks are also substantiating the growth of the United States non-alcoholic drinks market in the future five years. The population is further inclined toward healthier drinks. Health hazards of consuming excess alcohol and increasing concerns among the population to avoid poor health habits to avoid health risks also substantiate the growth of the United States non-

alcoholic drinks market in the forecast years.

The United States non-alcoholic drinks market is segmented based on product type, packaging type, packaging size, distribution channel. Based on distribution channel, the market is further segmented into supermarkets/ hypermarkets, convenience stores/ forecourt retailers, departmental stores, online, and others like grocery stores, independent stores, etc. Supermarket/ hypermarkets are anticipated to dominate the market segment with the highest revenue shares of the market in the next five years on the grounds of increasing demand and sufficient supply. Availability of non-alcoholic drinks in the supermarkets and hypermarkets is higher comparatively, along with providing consumers with the varied options of flavored, non-flavored, and sports drinks, etc., to choose from. Convenience stores/ forecourt retailers are expected to register significant growth in the upcoming five years on the ground of rapidly growing numbers of such stores in the local areas for the consumer. Moreover, the increasing dependency of the consumers over the convenience stores for their daily supplies of groceries is further substantiating the growth of the sub-segment along with the United States non-alcoholic drinks market in the future five years. Online sub-segment may register the fastest growing CAGR value of 4.57% in the forecast period. The sub-segment is expected to grow on the backbone of changing shopping habits of the consumers, and their inclination toward online shopping.

PepsiCo, Inc., The Coca-Cola Company, Keurig Dr Pepper Inc., Nestlé USA, MONSTER BEVERAGE CORPORATION are some of the companies operating in the United States non-alcoholic drinks market. The development of non-alcoholic drinks products to enhance the product portfolio and to capture untapped markets has driven growth in the global non-alcoholic drinks market. Moreover, there has been rapid development in non-alcoholic products by various market players owing to the changing tastes and preferences of consumers.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

## Objective of the Study:

To analyze the historical growth and market size of United States non-alcoholic drinks market from 2016 to 2020.

To estimate and forecast the market size of United States non-alcoholic drinks market from 2021 to 2026 and growth rate until 2026.

To classify and forecast United States non-alcoholic drinks market based on product type, package size, packaging type, distribution channel, company, and region.

To identify drivers and challenges for United States non-alcoholic drinks market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in United States non-alcoholic drinks market.

To conduct pricing analysis for United States non-alcoholic drinks market.

To identify and analyze the profile of leading players operating in United States non-alcoholic drinks market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. 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 and presence of all major players across the country.

TechSci Research calculated the market size of United States non-alcoholic drinks market using a top-down approach and bottom-up, wherein data for various segments was recorded and forecast for the future years. TechSci Research source these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and other segments 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:

United States non-alcoholic drinks manufacturers and suppliers

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to United States 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, United States non-alcoholic drinks market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

##### United States Non-Alcoholic Drinks Market, By Product Type:

Carbonated Drinks

Non-Carbonated Drinks

##### United States Non-Alcoholic Drinks Market, By Package Size:

Bottle

Can

Others (Tetra pack & Pouches)

### United States Non-Alcoholic Drinks Market, By Packaging Type:

250ml-1L

Below 250ml

Above 1L

### United States Non-Alcoholic Drinks Market, By Distribution Channel:

Supermarkets/Hypermarket

Convenience Stores/Forecourt Retailers

Departmental Store

Online

Others (Grocery Stores, Independent store, etc.)

### United States Non-Alcoholic Drinks Market, By Region:

South

West

Mid-West

North-West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United States non-alcoholic drinks market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a

*United States Non-Alcoholic Drinks Market, By Product Type (Carbonated Drinks and Non-Carbonated Drinks), By P...*

company's specific needs. The following customization options are available for the reports:

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