

Carbonated Beverage Market Size, Share, and Outlook, 2025 Report- By Type (Regular Carbonated Beverages, Diet Carbonated Beverages, Regular Lemon and Lime, Diet Lemon and Lime), Flavour (Cola, Lemon, Orange, Others), Distribution Channel (Retail Stores, Specialty Stores, Online Store, Others), End User (Restaurants, Hotels, Others), and Companies, 2021-2032

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Abstracts

Carbonated Beverage Market Outlook

The global Carbonated Beverage market is expected to register a growth rate of 6.6% during the forecast period from \$658.4 Billion in 2024 to \$1097.9 Billion in 2032. The Carbonated Beverage market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Carbonated Beverage segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Regular Carbonated Beverages, Diet Carbonated Beverages, Regular Lemon and Lime, Diet Lemon and Lime), Flavour (Cola, Lemon, Orange, Others), Distribution Channel (Retail Stores, Specialty Stores, Online Store, Others), End User (Restaurants, Hotels, Others). Over 70 tables and charts showcase findings from our latest survey report on Carbonated Beverage markets.

Carbonated Beverage Market Insights, 2025

In 2025, the carbonated beverage market is undergoing a nuanced transformation as traditional soda faces growing scrutiny while sparkling innovations capture the spotlight. While legacy colas and sugary sodas face regulatory and health-related headwinds, the rise of flavored sparkling waters, kombucha, and low-calorie sodas is reshaping the carbonated landscape. Consumers are increasingly drawn to drinks that offer refreshment without excessive sugar or artificial ingredients. Functional carbonation—offering added benefits like caffeine, vitamins, or probiotics—is gaining ground, particularly among younger consumers seeking more than just bubbles. Packaging innovation, such as recyclable aluminum bottles and smaller portion sizes, is helping brands address sustainability and portion control. Premium and craft sodas using real fruit juice and natural sweeteners are creating niche but loyal followings. The market reflects a shift from indulgence to balance, as carbonation becomes a delivery system for wellness, flavor, and fun.

Five Trends that will define global Carbonated Beverage market in 2025 and Beyond

A closer look at the multi-million global market for Carbonated Beverage identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Carbonated Beverage companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Carbonated Beverage industry?

The Carbonated Beverage sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Carbonated Beverage Market Segment Insights

The Carbonated Beverage industry presents strong offers across categories. The analytical report offers forecasts of Carbonated Beverage industry performance across

segments and countries. Key segments in the industry include By Type (Regular Carbonated Beverages, Diet Carbonated Beverages, Regular Lemon and Lime, Diet Lemon and Lime), Flavour (Cola, Lemon, Orange, Others), Distribution Channel (Retail Stores, Specialty Stores, Online Store, Others), End User (Restaurants, Hotels, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Carbonated Beverage market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Carbonated Beverage industry ecosystem. It assists decision-makers in evaluating global Carbonated Beverage market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Carbonated Beverage industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Carbonated Beverage Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Carbonated Beverage Industry 2025 Focus on Accelerating

Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Carbonated Beverage with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Carbonated Beverage market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Carbonated Beverage market Insights Executives are most excited about opportunities for the US Carbonated Beverage industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Carbonated Beverage companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Carbonated Beverage market.

Latin American Carbonated Beverage market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Carbonated Beverage Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing

population base is attracting new investments in the Middle East and African Carbonated Beverage markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Carbonated Beverage markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive LandscapeHow Carbonated Beverage companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include AJE Group, Asahi Breweries, Ltd., Britvic plc, Cott Corporation, Partex Beverage Limited (Drinko), Hamoud Boualem SPA, Jones Soda Co., National Beverage Corp., Nestl? S.A. (Nestea), Nexba Beverages Pty Ltd, Parker's Organic Juices Pty Ltd, PepsiCo, Inc., The Coca-Cola Company, Trend Drinks GmbH, Tru Blu Beverages Pty Ltd.

Carbonated Beverage Market Scope

Leading Segments

By Type

Regular Carbonated Beverages

Diet Carbonated Beverages

Regular Lemon and Lime

Diet Lemon and Lime

By Flavour

Cola

Lemon

Orange

Others

By Distribution Channel

Retail Stores

Specialty Stores

Online Store

Others

By End User

Restaurants

Hotels

Others

Leading Companies

AJE Group

Asahi Breweries, Ltd.

Britvic plc

Cott Corporation

Partex Beverage Limited (Drinko)

Hamoud Boualem SPA

Jones Soda Co.

National Beverage Corp.

Nestlé S.A. (Nestea)

Nexba Beverages Pty Ltd

Parker's Organic Juices Pty Ltd

PepsiCo, Inc.

The Coca-Cola Company

Trend Drinks GmbH

Tru Blu Beverages Pty Ltd

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio

and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Regular Carbonated Beverages

Diet Carbonated Beverages

Regular Lemon and Lime

Diet Lemon and Lime

By Flavour

Cola

Lemon

Orange

Others

By Distribution Channel

Retail Stores

Specialty Stores

Online Store

Others

By End User

Restaurants

Hotels

Others

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 - Asahi Breweries, Ltd.

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Cott Corporation
Partex Beverage Limited (Drinko)
Hamoud Boualem SPA
Jones Soda Co.
National Beverage Corp.
Nestl? S.A. (Nestea)
Nexba Beverages Pty Ltd
Parker's Organic Juices Pty Ltd
PepsiCo, Inc.
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Trend Drinks GmbH
Tru Blu Beverages Pty Ltd
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