

# **Ready-to-Drink Formula Market Size, Share, and Outlook, 2025 Report- By Age Group (0 to 6 Months, 6 to 12 Months, Above 12 Months, Package, PET Bottle, Glass Bottle, Canned), Packaging Size (2 to 6 FL OZ, 6 to 8 FL OZ, 8 to 30 FL OZ, Above 30 FL OZ), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Retailers, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### Ready-to-Drink Formula Market Outlook

The global Ready-to-Drink Formula market is expected to register a growth rate of 7.5% during the forecast period from 2024 to 2032. The Ready-to-Drink Formula 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 Ready-to-Drink Formula segments across 22 countries from 2021 to 2032. Key segments in the report include By Age Group (0 to 6 Months, 6 to 12 Months, Above 12 Months, Package, PET Bottle, Glass Bottle, Canned), Packaging Size (2 to 6 FL OZ, 6 to 8 FL OZ, 8 to 30 FL OZ, Above 30 FL OZ), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Retailers, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Ready-to-Drink Formula markets.

### Ready-to-Drink Formula Market Insights, 2025

The Ready-to-Drink (RTD) Formula Market in 2025 caters to convenience-focused consumers looking for nutritionally balanced, shelf-stable beverages suitable for meal replacement, fitness, and health supplementation. This market includes infant formulas, medical nutrition drinks, sports and wellness formulas designed for immediate consumption without preparation. Advances in formulation technology enhance nutrient bioavailability, taste, and shelf life. Regulatory compliance and safety remain paramount, particularly in infant nutrition. Distribution spans pharmacies, supermarkets, specialty health stores, and online channels. The growing elderly population, busy lifestyles, and rising health awareness drive demand across global markets.

### Five Trends that will define global Ready-to-Drink Formula market in 2025 and Beyond

A closer look at the multi-million global market for Ready-to-Drink Formula identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Ready-to-Drink Formula 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 Ready-to-Drink Formula industry?

The Ready-to-Drink Formula 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.

### Ready-to-Drink Formula Market Segment Insights

The Ready-to-Drink Formula industry presents strong offers across categories. The analytical report offers forecasts of Ready-to-Drink Formula industry performance across segments and countries. Key segments in the industry include By Age Group (0 to 6 Months, 6 to 12 Months, Above 12 Months, Package, PET Bottle, Glass Bottle, Canned), Packaging Size (2 to 6 FL OZ, 6 to 8 FL OZ, 8 to 30 FL OZ, Above 30 FL OZ), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty

Retailers, Online, 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, Ready-to-Drink Formula 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 Ready-to-Drink Formula industry ecosystem. It assists decision-makers in evaluating global Ready-to-Drink Formula market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Ready-to-Drink Formula industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Ready-to-Drink Formula 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 Ready-to-Drink Formula 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 Ready-to-Drink Formula 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 Ready-to-Drink Formula market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Ready-to-Drink Formula market Insights Executives are most excited about opportunities for the US Ready-to-Drink Formula industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Ready-to-Drink Formula 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 Ready-to-Drink Formula market.

Latin American Ready-to-Drink Formula 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 Ready-to-Drink Formula 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 Ready-to-Drink Formula 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 Ready-to-Drink Formula markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Ready-to-Drink Formula 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 Danone S.A., Nestlé S.A., Mead Johnson Nutrition Company, Abbott Laboratories, Royal FrieslandCampina N.V., The Honest Company, Inc.

## Ready-to-Drink Formula Market Scope

### Leading Segments

#### By Age Group

0 to 6 Months

6 to 12 Months

Above 12 Months

#### By Package

PET Bottle

Glass Bottle

Canned

#### By Packaging Size

2 to 6 FL OZ

6 to 8 FL OZ

8 to 30 FL OZ

Above 30 FL OZ

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Retailers

Online

Others

Leading Companies

Danone S.A.

Nestlé S.A.

Mead Johnson Nutrition Company

Abbott Laboratories

Royal FrieslandCampina N.V.

The Honest Company, Inc.

Geographies

North AmericaUS, Canada, Mexico

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

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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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### **6 TO 12 MONTHS**

- Above 12 Months
- By Package
  - PET Bottle
  - Glass Bottle
  - Canned
- By Packaging Size

### **2 TO 6 FL OZ**

### **6 TO 8 FL OZ**

### **8 TO 30 FL OZ**

- Above 30 FL OZ
- By Distribution Channel
  - Supermarkets and Hypermarkets
  - Convenience Stores

Specialty Retailers

Online

Others

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