

Soft Drinks Market Size, Trends, Analysis, and Outlook By Product (Carbonated Soft Drinks, Juices and Juice Concentrates, Bottled Water, RTD Tea and Coffee, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Store, Online, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Soft Drinks Market Size is valued at \$586.3 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.4% to reach \$827.4 Billion by 2032.

The soft drinks market is transitioning as consumers increasingly opt for healthier, low-sugar, and functional beverages. The rise of natural sweeteners like stevia, along with innovations in flavored sparkling water, kombucha, and plant-based drinks, is reshaping the industry. Sustainability efforts, including eco-friendly packaging, are also gaining momentum.

Soft Drinks Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Soft Drinks survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Soft Drinks industry.

Key market trends defining the global Soft Drinks demand in 2025 and Beyond

The Soft Drinks industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Soft Drinks Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Soft Drinks industry

Leading Soft Drinks companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Soft Drinks companies.

Soft Drinks Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Soft Drinks Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Soft Drinks industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Soft Drinks Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Soft Drinks Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Soft Drinks market segments. Similarly, strong market demand encourages Canadian Soft Drinks companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Soft Drinks Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Soft Drinks industry remains the major market for companies in the European Soft Drinks industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Soft Drinks market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Soft Drinks Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Soft Drinks in Asia Pacific. In particular, China, India, and South East Asian Soft Drinks markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Soft Drinks Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Soft Drinks Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Soft Drinks market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Soft Drinks.

Soft Drinks Company Profiles

The global Soft Drinks market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Asahi Group Holdings Ltd, Danone SA, Del Monte Pacific Ltd, Dongpeng Beverage Group Co. Ltd, Keurig Dr Pepper, Kirin Holdings Co. Ltd, Mondelez International Inc, Monster Energy Co., National Beverage Corp, Nestle SA, Otsuka Holdings Co. Ltd, Parle Agro Pvt Ltd, PepsiCo Inc, POSTOBON S.A, Purity Soft Drinks Ltd, Red Bull GmbH, Refresco Group BV, Starbucks Corp, Suntory Holdings Ltd, Tata Consumer Products Ltd.

Recent Soft Drinks Market Developments

The global Soft Drinks market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Soft Drinks Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Product

Carbonated Soft Drinks

Juices and Juice Concentrates

Bottled Water

RTD Tea and Coffee

Others

By Distribution Channel

Hypermarkets/Supermarkets

Convenience Store

Online

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Asahi Group Holdings Ltd

Danone SA

Del Monte Pacific Ltd

Dongpeng Beverage Group Co. Ltd

Keurig Dr Pepper

Kirin Holdings Co. Ltd

Mondelez International Inc

Monster Energy Co.

National Beverage Corp

Nestle SA

Otsuka Holdings Co. Ltd

Parle Agro Pvt Ltd

PepsiCo Inc

POSTOBON S.A

Purity Soft Drinks Ltd

Red Bull GmbH

Refresco Group BV

Starbucks Corp

Suntory Holdings Ltd

Tata Consumer Products Ltd

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. SOFT DRINKS MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Soft Drinks Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Soft Drinks Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Soft Drinks Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Soft Drinks Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Soft Drinks Market Outlook to 2032

CHAPTER 5: SOFT DRINKS MARKET DYNAMICS

Soft Drinks Market Size, Trends, Analysis, and Outlook By Product (Carbonated Soft Drinks, Juices and Juice Co...

- 5.1 Key Soft Drinks Market Trends
- 5.2 Potential Soft Drinks Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL SOFT DRINKS MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
 - Carbonated Soft Drinks
 - Juices and Juice Concentrates
 - Bottled Water
 - RTD Tea and Coffee
 - Others
- Distribution Channel
 - Hypermarkets/Supermarkets
 - Convenience Store
 - Online
 - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA SOFT DRINKS MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
 - Carbonated Soft Drinks
 - Juices and Juice Concentrates
 - Bottled Water
 - RTD Tea and Coffee
 - Others
- Distribution Channel
 - Hypermarkets/Supermarkets
 - Convenience Store
 - Online
 - Others
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Soft Drinks Market Size Forecast, 2021- 2032

7.3.2 Canada Soft Drinks Market Size Forecast, 2021- 2032

7.3.3 Mexico Soft Drinks Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE SOFT DRINKS MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Product

Carbonated Soft Drinks

Juices and Juice Concentrates

Bottled Water

RTD Tea and Coffee

Others

Distribution Channel

Hypermarkets/Supermarkets

Convenience Store

Online

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Soft Drinks Market Size Forecast, 2021- 2032

8.3.2 France Soft Drinks Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Soft Drinks Market Size Forecast, 2021- 2032

8.3.4 Spain Soft Drinks Market Size Forecast, 2021- 2032

8.3.5 Italy Soft Drinks Market Size Forecast, 2021- 2032

8.3.6 Russia Soft Drinks Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Soft Drinks Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC SOFT DRINKS MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Carbonated Soft Drinks

Juices and Juice Concentrates

Bottled Water

RTD Tea and Coffee

Others

Distribution Channel

Hypermarkets/Supermarkets

Convenience Store

Online

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Soft Drinks Market Size Forecast, 2021- 2032

9.3.2 India Soft Drinks Market Size Forecast, 2021- 2032

9.3.3 Japan Soft Drinks Market Size Forecast, 2021- 2032

9.3.4 South Korea Soft Drinks Market Size Forecast, 2021- 2032

9.3.5 Australia Soft Drinks Market Size Forecast, 2021- 2032

9.3.6 South East Asia Soft Drinks Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Soft Drinks Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA SOFT DRINKS MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Carbonated Soft Drinks

Juices and Juice Concentrates

Bottled Water

RTD Tea and Coffee

Others

Distribution Channel

Hypermarkets/Supermarkets

Convenience Store

Online

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Soft Drinks Market Size Forecast, 2021- 2032

10.3.2 Argentina Soft Drinks Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Soft Drinks Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA SOFT DRINKS MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Carbonated Soft Drinks

Juices and Juice Concentrates

Bottled Water

RTD Tea and Coffee

Others

Distribution Channel

Hypermarkets/Supermarkets

Convenience Store

Online

Others

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Soft Drinks Market Size Forecast, 2021- 2032

11.3.2 The UAE Soft Drinks Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Soft Drinks Market Size Forecast, 2021- 2032

11.3.4 South Africa Soft Drinks Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Soft Drinks Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Asahi Group Holdings Ltd

Danone SA

Del Monte Pacific Ltd

Dongpeng Beverage Group Co. Ltd

Keurig Dr Pepper

Kirin Holdings Co. Ltd

Mondelez International Inc

Monster Energy Co.

National Beverage Corp

Nestle SA

Otsuka Holdings Co. Ltd

Parle Agro Pvt Ltd

PepsiCo Inc

POSTOBON S.A

Purity Soft Drinks Ltd

Red Bull GmbH

Refresco Group BV

Starbucks Corp

Suntory Holdings Ltd

Tata Consumer Products Ltd

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Soft Drinks Market Outlook by Type, 2021- 2032
- Figure 6: Global Soft Drinks Market Outlook by Application, 2021- 2032
- Figure 7: Global Soft Drinks Market Outlook by Region, 2021- 2032
- Figure 8: North America Soft Drinks Market Snapshot, Q4-2024
- Figure 9: North America Soft Drinks Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Soft Drinks Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Soft Drinks Market Share by Country, 2023
- Figure 12: Europe Soft Drinks Market Snapshot, Q4-2024
- Figure 13: Europe Soft Drinks Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Soft Drinks Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Soft Drinks Market Share by Country, 2023
- Figure 16: Asia Pacific Soft Drinks Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Soft Drinks Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Soft Drinks Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Soft Drinks Market Share by Country, 2023
- Figure 20: South America Soft Drinks Market Snapshot, Q4-2024
- Figure 21: South America Soft Drinks Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Soft Drinks Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Soft Drinks Market Share by Country, 2023
- Figure 24: Middle East and Africa Soft Drinks Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Soft Drinks Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Soft Drinks Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Soft Drinks Market Share by Country, 2023
- Figure 28: United States Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Soft Drinks Market Size Outlook, \$ Million, 2021- 2032

- Figure 34: Spain Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 35: Italy Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Soft Drinks Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Soft Drinks Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Soft Drinks Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Soft Drinks Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Soft Drinks Market Outlook by Type, 2021- 2032
- Table 10: North America- Soft Drinks Market Outlook by Country, 2021- 2032
- Table 11: Europe - Soft Drinks Market Outlook by Type, 2021- 2032
- Table 12: Europe - Soft Drinks Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Soft Drinks Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Soft Drinks Market Outlook by Country, 2021- 2032
- Table 15: South America- Soft Drinks Market Outlook by Type, 2021- 2032
- Table 16: South America- Soft Drinks Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Soft Drinks Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Soft Drinks Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Soft Drinks Companies
- Table 20: Product Profiles of Leading Soft Drinks Companies
- Table 21: SWOT Profiles of Leading Soft Drinks Companies

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