

Carbonated Beverages Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The global carbonated beverages market is projected to register a CAGR of 6.5% over the next five years.

The carbonated beverages market is one of the matured industries across the globe. In the last few years, the industry has undergone major changes regarding product innovations and offerings. To face the growing market challenges, companies are launching new flavors while keeping consumers' health and wellness concerns in mind. Increased government scrutiny of clean labels and ingredients used is expected to act as a market restraint over the forecast period. Owing to consumer health awareness, companies are currently more focused on product innovations using natural ingredients, like stevia sweeteners.

The major players are also forming mergers and acquisitions with other companies for product innovations. For instance, in January 2021, the world's leading sparkling water brand, SodaStream, partnered with Bubly to launch a new product, Bubly Drops. The product is available in six different flavors. The carbonated beverage market is expected over the long term due to high advertisements of products, inclination toward easy-to-carry on-the-go food, and busy lifestyles. People these days have become very health conscious and want their beverages to be nutritious and tasty. Also, the major players have been focusing on biodegradable packaging materials due to their concern about the environment. For instance, in July 2022, Coca-Cola's brand Dasani is likely to serve its products in 100% recycled plastic in North America.

Carbonated Beverages Market Trends

Growing Demand for Low/Zero Calorie Carbonated Drinks

Carbonated beverages have always been popular among consumers. The growing demand for clean-label, gluten-free, low-calorie, and low-carb products led to the growth of the low-calorie carbonated beverages market in the food industry. The growth in the overall functional beverage market and increasing health consciousness among consumers have fuelled the growth of low-calorie drinks. Easy availability of low or zero-calorie drinks in the market, such as in Walmart and convenience stores, has further

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boosted the market's growth.

Major players are constantly innovating and creating different flavors for zero-calorie drinks to attract more consumers. For instance, in October 2022, Pepsico announced the relaunch of the Pepsi-Cola Soda Shop with a new limited edition flavor, i.e., Zero-Sugar Cream Soda Cola. Consumer demand for products that are lower in sugar content is increasing as consumers seek low-calorie options. Some countries are using fiscal policies to reduce the consumption of sugary drinks, like adding higher taxes. Public support for such tax increases could be increased if the tax collection is earmarked for efforts to improve health systems, encourage healthier diets, and increase physical activity.

North America Dominates the Market

North America dominates the carbonated beverage market globally, followed by Europe, which also holds a significant share in the global carbonated beverages market. The growing demand for processed foods and beverages in the industry is expected to positively impact the regional market. The North American market is driven by factors that include a change in food habits, the increasing youth population in the region, coupled with the growing demand for carbonated beverages. Also, to face new challenges, companies are innovating and developing products while keeping in mind the health and wellness apprehensions of consumers in the region. The market leader, Coca-Cola, upholds a product sustainability approach for continued brand dependability. For instance, in October 2022, the Coca-Cola brand Sprite launched a new zero-sugar Sprite Winter Spiced Cranberry. These factors are driving the growth of the carbonated beverage market in the North American region.

Carbonated Beverages Market Competitor Analysis

The carbonated beverages market is highly competitive, with various international and domestic players. The giants of the global market are progressively relying on product innovation as the most adopted strategy. Recognized brand loyalty is a big aspect of the carbonated beverages industry. Frequent mergers and acquisitions are witnessed across the industry. Some of the key players in the carbonated beverages market globally include the Coca-Cola Company, PepsiCo Inc., and Asahi Group Holdings, among others. The industry has numerous prominent players similar in size and product offerings. Many such leaders are creating new product lines and actively participating in advertising wars. As numerous competitors are equally balanced, competitor rivalry is intense.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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