Carbonated Beverage Market Report and Forecast 2025-2034

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Report description:

The global carbonated beverage market reached a value of approximately USD 500.26 Billion in 2024. The market is projected to grow at a CAGR of 5.30% between 2025 and 2034, reaching a value of around USD 838.45 Billion by 2034.

Carbonated Beverage Market Growth Rate

Carbonated beverages are generally sweet and non-alcoholic. Some examples of such beverages are soft drinks, and sparkling water or seltzer water. In 2020, individuals in the EU spent EUR1,461 billion on food and drinks significantly elevating the consumption in the carbonated beverages market.

According to the data from Eurostat, the food and drink industry in France, Italy, and Spain have generated revenue of around EUR212.2 billion, EUR143.8 billion, and EUR127.5 billion respectively in 2020.

Key Trends and Developments

The growing need for ready-to-drink beverages, rising health consciousness, increasing investments in product marketing, and growing innovation in product flavours are the major trends impacting global carbonated beverage market growth.

February 20, 2024

Beverage startup Salud is launching its new ready-to-drink (RTD) line, Salud Viking. This RTD offering combines pure honey and all-natural ingredients, presenting a unique carbonated wine-in-a-pint format that introduces consumers to the ancient tradition of mead.

October 15, 2023

The Coca-Cola Company and Pernod Ricard revealed a global partnership to introduce Absolut Vodka & Sprite as a ready-to-drink pre-mixed cocktail in 2024.

October 04, 2023

Coca-Cola India has launched Coca-Cola in rPET, available in pack sizes of 250 ml and 750 ml. These rPET bottles are being produced by Coca-Cola bottling partners, Moon Beverages Ltd., and SLMG Beverages Ltd.

May 30, 2023

The company has introduced additional variants and flavours under its Bisleri brand, including fizzy cola, orange, and jeera, marketed under the Rev, Pop, and Spyci Jeera sub-brands, respectively.

Growing need for Ready-to-drink beverages

The increasing need for convenience and accessibility among individuals grows demand for ready-to-drink (RTD) beverages as they expand their convenience catering to their needs and preferences.

Rising Health Consciousness

Market growth is fueled by new product launches like diet, sugar-free, and zero-calorie drinks, driven by increased demand among young and health-conscious consumers.

Increasing Investments in product marketing

Investments in marketing boost the carbonated beverage market by enhancing brand visibility, consumer demand, and differentiation, particularly with health and sustainability-focused campaigns.

Growing innovation in product flavours

Increasing innovation in product flavours can boost the carbonated beverage market by attracting new consumers and refreshing existing ones while catering to the preferences of consumers.

Carbonated Beverage Market Trends

Evolving consumer preferences broaden the appeal of carbonated beverages, attracting new consumers and increasing market demand, incorporating functional ingredients appeals to health-conscious consumers seeking beverages with added benefits beyond refreshment. Embracing natural and organic ingredients caters to consumers' preferences for healthier and more transparent product formulations.

The shift towards sustainable packaging reflects growing environmental concerns and resonates with eco-conscious consumers, contributing to brand loyalty. Additionally, the availability of carbonated beverages in convenient packaging formats such as single-serve bottles, cans, or pouches enhances accessibility and meets the needs of on-the-go consumers, further stimulating market demand.

Carbonated Beverage Industry Segmentation

"Carbonated Beverage Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Standard
- Diet
- Fruit Flavoured Carbonates
- Others

Market Breakup by Distribution Channel

- Hypermarkets/Supermarkets
- Speciality Stores
- Convenience Stores
- Online Stores
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Carbonated Beverage Market Analysis by Region

The Asia Pacific region is projected to experience significant growth due to rising consumer disposable incomes and its large population. This growth will significantly boost the global carbonated beverage market size, as more consumers can afford and consume these products.

Major industry players are investing more to expand their consumer base in India and China, which is expected to significantly drive market growth as by reaching more consumers in these populous countries.

Carbonated Beverage Market Share

The increasing penetration of the e-commerce industry and the growing consumer preference for online shopping elevate the market demand.

Online channels offer expanded reach, direct consumer engagement, convenience, personalized marketing, and competitive e-commerce platforms. They drive market growth by reaching wider audiences, fostering brand loyalty, facilitating convenient purchases, tailoring marketing efforts, and encouraging innovation and competition.

Consumers prefer online channels for buying carbonated beverages due to their convenience, accessibility to diverse options, time-saving nature, personalised recommendations, access to reviews, promotional offers, and contactless shopping benefits, especially amid health concerns.

Based on type, diet beverages are gaining traction among individuals as it provides various health benefits significantly driving the carbonated beverages market growth.

Diet beverages are favoured for their reduced calorie count, making them attractive to health-conscious individuals seeking flavoured drinks without extra sugar or calories. They are especially popular with those focused on weight management.

Leading Manufacturers in the Carbonated Beverage Market

The companies manufacture, sell, and market other non-alcoholic beverage concentrates, syrups, and alcoholic beverages, and operate across all facets of the food and beverage industry.

The Coca-Cola Company

Tracing its roots to 1892, The Coca-Cola Company, headquartered in the United States, produces Coca-Cola, and manufactures, sells, and markets other non-alcoholic beverage concentrates, syrups, and alcoholic beverages.

PepsiCo Inc.

Founded in 1965, with its headquarters in the United States, PepsiCo Inc. is a food, snack, and beverage corporation that operates across all facets of the food and beverage industry.

Parle Agro Private Limited

Establishes in 1984, and situated in India, Parle Agro Private Limited operates under three main business segments: Beverages-fruit drinks, nectars, juice, and sparkling drinks; and Water, packaged drinking water.

National Beverage Corp.

Founded in 1985, with its headquarters in the United States, National Beverage Corp. develops, manufactures, and distributes flavoured soft drinks, with La Croix, Shasta, and Faygo being its most notable brands.

Other global carbonated beverage market key players are Tru Blu Beverages Pty Ltd, among others.

Carbonated Beverage Market Report Snapshots

Carbonated Beverage Market Size

Carbonated Beverage Market Growth

Carbonated Beverage Market Trends

Carbonated Beverage Market Share

Carbonated Beverage Manufacturers

Carbonated Beverage Market Regional Analysis

Table of Contents:

1 Executive Summary
1.1 Market Size 2024-2025
1.2 Market Growth 2025(F)-2034(F)
1.3 Key Demand Drivers
1.4 Key Players and Competitive Structure
1.5 Industry Best Practices
1.6 Recent Trends and Developments
1.7 Industry Outlook
2 Market Overview and Stakeholder Insights
2.1 Market Trends
2.2 Key Verticals
2.3 Key Regions
2.4 Supplier Power
2.5 Buyer Power
2.6 Key Market Opportunities and Risks
2.7 Key Initiatives by Stakeholders
3 Economic Summary
3.1 GDP Outlook
3.2 GDP Per Capita Growth
3.3 Inflation Trends
3.4 Democracy Index
3.5 Gross Public Debt Ratios
3.6 Balance of Payment (BoP) Position
3.7 Population Outlook
3.8 Urbanisation Trends
4 Country Risk Profiles
4.1 Country Risk
4.2 Business Climate
5 Global Carbonated Beverage Market Analysis
5.1 Key Industry Highlights
5.2 Global Carbonated Beverage Historical Market (2018-2024)
5.3 Global Carbonated Beverage Market Forecast (2025-2034)
5.4 Global Carbonated Beverage Market by Type
5.4.1 Standard
5.4.1.1 Historical Trend (2018-2024)
5.4.1.2 Forecast Trend (2025-2034)
5.4.2 Diet
5.4.2.1 Historical Trend (2018-2024)
5.4.2.2 Forecast Trend (2025-2034)
5.4.3 Fruit Flavoured Carbonates
5.4.3.1 Historical Trend (2018-2024)
5.4.3.2 Forecast Trend (2025-2034)
5.4.4 Others

5.5 Global Carbonated Beverage Market by Distribution Channel
5.5.1 Hypermarkets/Supermarkets
5.5.1.1 Historical Trend (2018-2024)
5.5.1.2 Forecast Trend (2025-2034)
5.5.2 Speciality Stores
5.5.2.1 Historical Trend (2018-2024)
5.5.2.2 Forecast Trend (2025-2034)
5.5.3 Convenience Stores
5.5.3.1 Historical Trend (2018-2024)
5.5.3.2 Forecast Trend (2025-2034)
5.5.4 Online Stores
5.5.4.1 Historical Trend (2018-2024)
5.5.4.2 Forecast Trend (2025-2034)
5.5.5 Others
5.6 Global Carbonated Beverage Market by Region
5.6.1 North America
5.6.1.1 Historical Trend (2018-2024)
5.6.1.2 Forecast Trend (2025-2034)
5.6.2 Europe
5.6.2.1 Historical Trend (2018-2024)
5.6.2.2 Forecast Trend (2025-2034)
5.6.3 Asia Pacific
5.6.3.1 Historical Trend (2018-2024)
5.6.3.2 Forecast Trend (2025-2034)
5.6.4 Latin America
5.6.4.1 Historical Trend (2018-2024)
5.6.4.2 Forecast Trend (2025-2034)
5.6.5 Middle East and Africa
5.6.5.1 Historical Trend (2018-2024)
5.6.5.2 Forecast Trend (2025-2034)
6 North America Carbonated Beverage Market Analysis
6.1 United States of America
6.1.1 Historical Trend (2018-2024)
6.1.2 Forecast Trend (2025-2034)
6.2 Canada
6.2.1 Historical Trend (2018-2024)
6.2.2 Forecast Trend (2025-2034)
7 Europe Carbonated Beverage Market Analysis
7.1 United Kingdom
7.1.1 Historical Trend (2018-2024)
7.1.2 Forecast Trend (2025-2034)
7.2 Germany
7.2.1 Historical Trend (2018-2024)
7.2.2 Forecast Trend (2025-2034)
7.3 France
7.3.1 Historical Trend (2018-2024)
7.3.2 Forecast Trend (2025-2034)

7.4 Italy
7.4.1 Historical Trend (2018-2024)
7.4.2 Forecast Trend (2025-2034)
7.5 Others
8 Asia Pacific Carbonated Beverage Market Analysis
8.1 China
8.1.1 Historical Trend (2018-2024)
8.1.2 Forecast Trend (2025-2034)
8.2 Japan
8.2.1 Historical Trend (2018-2024)
8.2.2 Forecast Trend (2025-2034)
8.3 India
8.3.1 Historical Trend (2018-2024)
8.3.2 Forecast Trend (2025-2034)
8.4 ASEAN
8.4.1 Historical Trend (2018-2024)
8.4.2 Forecast Trend (2025-2034)
8.5 Australia
8.5.1 Historical Trend (2018-2024)
8.5.2 Forecast Trend (2025-2034)
8.6 Others
9 Latin America Carbonated Beverage Market Analysis
9.1 Brazil
9.1.1 Historical Trend (2018-2024)
9.1.2 Forecast Trend (2025-2034)
9.2 Argentina
9.2.1 Historical Trend (2018-2024)
9.2.2 Forecast Trend (2025-2034)
9.3 Mexico
9.3.1 Historical Trend (2018-2024)
9.3.2 Forecast Trend (2025-2034)
9.4 Others
10 Middle East and Africa Carbonated Beverage Market Analysis
10.1 Saudi Arabia
10.1.1 Historical Trend (2018-2024)
10.1.2 Forecast Trend (2025-2034)
10.2 United Arab Emirates
10.2.1 Historical Trend (2018-2024)
10.2.2 Forecast Trend (2025-2034)
10.3 Nigeria
10.3.1 Historical Trend (2018-2024)
10.3.2 Forecast Trend (2025-2034)
10.4 South Africa
10.4.1 Historical Trend (2018-2024)
10.4.2 Forecast Trend (2025-2034)
10.5 Others
11 Market Dynamics

11.1 SWOT Analysis
11.1.1 Strengths
11.1.2 Weaknesses
11.1.3 Opportunities
11.1.4 Threats
11.2 Porter's Five Forces Analysis
11.2.1 Supplier's Power
11.2.2 Buyer's Power
11.2.3 Threat of New Entrants
11.2.4 Degree of Rivalry
11.2.5 Threat of Substitutes
11.3 Key Indicators for Demand
11.4 Key Indicators for Price
12 Value Chain Analysis
13 Competitive Landscape
13.1 Supplier Selection
13.2 Key Global Players
13.3 Key Regional Players
13.4 Key Player Strategies
13.5 Company Profiles
13.5.1 The Coca-Cola Company
13.5.1.1 Company Overview
13.5.1.2 Product Portfolio
13.5.1.3 Demographic Reach and Achievements
13.5.1.4 Certifications
13.5.2 PepsiCo Inc.
13.5.2.1 Company Overview
13.5.2.2 Product Portfolio
13.5.2.3 Demographic Reach and Achievements
13.5.2.4 Certifications
13.5.3 Parle Agro Private Limited
13.5.3.1 Company Overview
13.5.3.2 Product Portfolio
13.5.3.3 Demographic Reach and Achievements
13.5.3.4 Certifications
13.5.4 National Beverage Corp.
13.5.4.1 Company Overview
13.5.4.2 Product Portfolio
13.5.4.3 Demographic Reach and Achievements
13.5.4.4 Certifications
13.5.5 Tru Blu Beverages Pty Ltd
13.5.5.1 Company Overview
13.5.5.2 Product Portfolio
13.5.5.3 Demographic Reach and Achievements
13.5.5.4 Certifications
13.5.6 Others

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