

## **Australia Soft Drinks Market Size, Share Analysis and Forecast Report (2025-2034)**

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### **Report description:**

**Australia Soft Drinks Market Trends**The Australia soft drinks market benefits from a wide variety of products that appeal to different tastes, with a rising demand for low-sugar and natural options fostering innovation. Strong consumer preferences in social settings ensure steady sales, while established distribution channels enhance accessibility, driving Australia soft drinks market revenue. According to the Australian Medical Association, Australians consume over 2.4 billion litres of sugary drinks annually, enough to fill 960 Olympic-sized swimming pools. The Australian soft drinks market flourishes through innovative marketing strategies that appeal to a younger demographic influenced by trends. Distinctive flavours foster brand loyalty and seasonal demand leads to higher sales during warmer weather, especially for refreshing beverages. The Australian Bureau of Statistics noted a 191,360 increase in short-term visitor arrivals in January 2024, resulting in a total of 603,770 trips. This surge in tourism boosts soft drinks demand in the hospitality sector, while sustainability initiatives draw in environmentally conscious consumers.

**Australia Soft Drinks Market Growth**The Australia soft drinks market benefits from ready-to-drink options that cater to busy consumers, bolstered by a robust economy encouraging discretionary spending. Brands can customise products to suit local tastes, while innovative packaging designs help attract consumers and set their offerings apart. In August 2023, Nude Beverages introduced a new line of organic soft drinks made with natural ingredients and no added sugars. This range aims at health-conscious consumers seeking guilt-free refreshments and capitalises on growing market trends.

**The Australia soft drinks market flourishes through collaborations with events and influencers to broaden its reach, while health awareness campaigns improve brand reputation. Supportive regulations promote healthy choices, and growing e-commerce sales enhance accessibility. The Australia soft drinks market dynamics and trends are further influenced by the entry of global brands, which increases competition and variety for consumers. In December 2023, Pepsi Australia introduced seasonal flavours, launching limited-edition beverages inspired by holiday traditions to attract consumers seeking festive and unique options during the holiday season.**

**Australia Soft Drinks Market Insights** - The USDA reports that Australia's food, beverage, and grocery sectors make up 33% of the manufacturing industry, generating A\$116 billion in 2021.- As per the ABS, during 2022-23, soft drinks ranked as the second largest food group contributor by weight, averaging 165 grams per capita daily.- Industry reports indicate that in 2023, the average daily per capita consumption of soft drinks in Australia was 161.1 millilitres.- The soft drinks market in the Australia Capital Territory is expected to grow at a CAGR of 4.4% during the forecast period.- In Victoria, the soft drinks market is anticipated to increase at a CAGR of 3.7% during the forecast period.- Sales of soft drinks in supermarkets and hypermarkets are

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projected to rise at a CAGR of 3.7% during the forecast period. Industry News January 2023 Tennis player Nick Kyrgios launched his Australian-made sugar-free soft drink, Alive, in supermarkets. He claimed the brand provided "great tasting soft drinks with one billion live probiotics and prebiotics in every can." Manufactured in Melbourne, Alive comes in eight flavours, including Blood Orange & Passionfruit and Ginger. October 2022 Sorted Drinks expanded its "better for you" soft drink range by introducing three new flavours inspired by Australian childhood favourites: Coca-Cola, Lemon Squash/Solo, and Passionia. The beverages are 99.99% sugar-free, contain no artificial sweeteners, provide up to 30% of daily fibre intake, and are suitable for various diets.

**Australia Soft Drinks Market Drivers**  
**Premiumization** The Australia soft drinks market is experiencing growth as the trend of premiumization gains momentum. Consumers are increasingly inclined to spend on high-quality, distinctive products that offer unique flavours, artisanal production methods, or health benefits. This shift has fostered the emergence of niche brands that specialise in craft beverages, organic ingredients, and innovative flavour combinations. Premium products often emphasise transparency in sourcing and production, appealing to discerning consumers who value quality over quantity. As a result, brands are refining their marketing strategies to highlight these attributes, capitalising on the rising demand for luxury and speciality drinks that drives the growth of the Australia soft drinks industry. In September 2023, San Pellegrino introduced a new line of flavoured sparkling waters featuring sophisticated flavours like Grapefruit and Lemon, targeting consumers in search of a refined alternative to traditional soft drinks while emphasising quality and elegance in every sip.

**Flavour Innovation** The Australia soft drinks market is thriving as brands experiment with exotic ingredients, botanical infusions, and limited-edition flavours to engage consumers. This trend highlights a broader desire for differentiation in a competitive landscape, prompting companies to innovate continuously. Seasonal and regional flavours are also gaining traction, enabling brands to foster a sense of exclusivity. By prioritising flavour innovation, companies can attract new customers, retain existing ones, and enhance their overall brand image within a competitive environment, thereby boosting the Australia soft drinks industry revenue. In April 2024, Coca-Cola introduced its latest addition to the Coca-Cola Creations line in Australia: Coca-Cola K-Wave. The launch provided access to a range of music-focused digital and real-life experiences featuring some of the genre's biggest stars. Additionally, Frozen Coca-Cola K-Wave was made available exclusively at McDonald's restaurants across Australia.

**Opportunities in the Australia Soft Drinks Market**  
**Sustainability and Eco-Friendly Practices** The Australia soft drinks market is significantly influenced by sustainability, which has become a major trend. Increasing consumer concern over environmental issues has encouraged brands to adopt eco-friendly practices, such as utilising recyclable packaging, minimising plastic waste, and sourcing ingredients sustainably. Companies are also investing in carbon-neutral production methods and participating in community-focused environmental initiatives. By prioritising sustainability, brands can attract environmentally conscious consumers and distinguish themselves in a competitive market. This trend not only enhances brand loyalty but also positions companies as leaders in corporate social responsibility, fostering positive consumer relationships that impacts the growth of the Australia soft drinks industry. In December 2023, a new USD 50 million facility commenced operations in Melbourne, capable of recycling up to one billion 600ml PET plastic beverage bottles each year, aligning with Victoria's Container Deposit Scheme. The Circular Plastics Australia (PET) plant converted used bottles into high-quality food-grade resin for new beverage bottles and food packaging.

**Market Restraints** The Australia soft drinks market encounters several significant restraints. Health concerns regarding high sugar consumption have led to a decline in the intake of sugary beverages, adversely affecting traditional brands. Stricter government regulations on advertising, especially aimed at children, raise operational costs and restrict marketing options. Intense competition among numerous brands can lead to price wars, squeezing profit margins. Economic fluctuations impact consumer spending power, resulting in a shift towards cheaper alternatives. Changing preferences for healthier options, concerns about sustainability in packaging, and potential supply chain disruptions also present challenges. Additionally, cultural trends favouring minimalist lifestyles may decrease demand for carbonated drinks, while market saturation limits growth opportunities in the Australia soft drinks market and heightens price sensitivity among consumers.

**Australia Soft Drinks Market Report and Forecast 2025-2034?** offers a detailed analysis of the market based on the following segments:  
**Market Breakup by Product-** Carbonated- Non-carbonated  
**Market Breakup by Distribution Channel-** Supermarkets and Hypermarkets- Convenience Stores- Online- Others  
**Market Breakup by Region-** New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- Others

**Australia Soft Drinks Market Share By Product Analysis**  
 The Australia soft drinks market is thriving, with carbonated beverages appealing to a wide demographic across various age groups. Their refreshing fizz makes them especially enjoyable during warm weather. With a broad selection of flavours, from classic cola to more exotic options, these drinks enhance consumer choice and are popular in social gatherings, driving sales

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during events. They also function as versatile mixers for alcoholic beverages, boosting their presence in bars and restaurants. Established brands benefit from strong customer loyalty due to their familiarity and consistent taste, further reinforcing their market position and driving soft drinks demand in Australia. In July 2023, Sprite introduced a new Lemonade Fusion variant, blending its classic lemon-lime flavour with refreshing lemonade to cater to those looking for a unique twist. The Australia soft drinks market is experiencing growth as non-carbonated beverages offer healthier options, often containing lower sugar levels or natural ingredients that attract health-conscious consumers. There is an increasing demand for functional drinks, such as juices and teas, which provide additional health benefits. This category encompasses a wide variety of products to suit different tastes and dietary preferences. The non-carbonated soft drinks market is projected to expand at a CAGR of 4.4% during the forecast period. Increasing focus on sustainability is one of the key trends in the Australia soft drinks market as it attracts environmentally conscious consumers. Additionally, these beverages maintain year-round appeal, allowing for effective marketing across different occasions and enhancing sales opportunities. In June 2023, The Tea Collective launched a new Rooibos iced tea, delivering a caffeine-free alternative that combines the benefits of traditional tea with refreshing flavours. By Distribution Channel Insights The Australia soft drinks market is enhanced by the crucial role of convenience stores, which provide widespread accessibility for consumers to purchase beverages at any time. This convenience encourages impulse buying, as shoppers can quickly grab drinks without lengthy trips. These stores typically feature a diverse selection of local and international brands, catering to various preferences. Regular promotions and strategically placed products near checkouts further boost sales opportunities, making convenience stores a key element of the soft drinks distribution landscape that drives demand of the Australia soft drinks market. According to the USDA, supermarket and grocery expenditures represented the largest segment of food retail purchases in 2021, accounting for 66 per cent of the total. The Australia soft drinks market has benefited from online sales, which have broadened brands' access to consumers in remote areas without physical stores. This shopping method provides remarkable convenience, enabling customers to order from home and enhancing their overall experience. Online soft drinks sales are expected to grow at a CAGR of 4.3% during the forecast period. Online platforms provide detailed product information and customer reviews, aiding informed purchasing decisions. Subscription services facilitate regular deliveries of favourite beverages, while data analytics enable targeted marketing to specific consumer segments, further boosting sales growth in the Australia soft drinks industry. According to the Australian Bureau of Statistics, e-commerce user penetration is expected to reach 65.3% by 2024, increasing to 84.4% by 2029. Australia Soft Drinks Market Regional Insights New South Wales Soft Drinks Market Regional Insights As per the Australia soft drinks market analysis, New South Wales supports a robust soft drinks sector due to its large and diverse population, creating a significant market for various soft drink brands and flavours. The robust tourism sector also contributes to increased sales in hospitality venues, events, and attractions, driving overall demand for soft drinks. The soft drinks market is projected to expand at a CAGR of 3.1% during the forecast period in NSW. According to the ABS, NSW leads the country in visitor numbers, nights, and expenditure. In the year ending June 2024, the state welcomed 97.9 million domestic visitors who spent USD 40.7 billion. Queensland Soft Drinks Market Trends As per the Australia soft drinks market analysis, the growth of retail outlets and convenience stores enhances access to soft drinks, driving sales in Queensland. Furthermore, Queensland's warm climate guarantees a steady demand for refreshing beverages year-round, particularly in the summer. According to the Queensland Government, the seasonally adjusted retail turnover estimate rose by 0.8% in August 2024 compared to August 2023. Western Australia Soft Drinks Market Dynamics Local brands in Western Australia promote community engagement, which strengthens brand loyalty and supports local economies. Moreover, the growing emphasis on eco-friendly practices aligns with consumer demand for sustainable products, benefiting brands that prioritise environmental responsibility. In 2023, the Australia soft drinks market share of soft drinks in Western Australia was 14.7%. In January 2024, a new brand, Ginger Ninja, launched in Western Australia, introducing a distinctive ginger-infused soft drink. This refreshing beverage blends ginger with natural fruit flavours, appealing to consumers who appreciate bold, spicy tastes while providing a healthier alternative to sugary soft drinks. Competitive Landscape The Australia soft drinks market key players specialise in premium cordials, mixers, and soft drinks. These companies combine traditional craftsmanship with contemporary innovation, providing a varied selection of products that meet changing consumer preferences. Committed to quality, they utilise natural ingredients and sustainable practices, while also offering organic and health-focused beverages to attract health-conscious consumers. Their presence spans both domestic and international markets. Key Industry Players PepsiCo Australia Holdings Pty Ltd: Founded in 1964 and headquartered in Sydney, PepsiCo Australia Holdings Pty Ltd offers a diverse range of food and beverage products, including well-known soft drink brands. The company

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focuses on innovation and sustainability, catering to evolving consumer preferences in the Australian market. Coca-Cola Co.: Established in 1892 and headquartered in Atlanta, Coca-Cola Co. is a global leader in the beverage industry. With a strong presence in Australia, the company provides a wide array of soft drinks and non-carbonated beverages, emphasising quality and customer satisfaction while adapting to local tastes. Nestle Australia Ltd.: Founded in 1904 and headquartered in Melbourne, Nestle Australia Ltd. is a prominent player in the food and beverage sector. The company offers various products, including popular soft drinks and health-focused beverages, while prioritising sustainability and quality in its manufacturing processes. Asahi Holdings (Australia) Pty Ltd.: Established in 2009 and based in Melbourne, Asahi Holdings (Australia) Pty Ltd. is part of the Asahi Group. The company offers a variety of beverages, including soft drinks and premium beers, focusing on quality and innovation to meet Australian consumer demands. Other key players in the Australia soft drinks market report are Monster Energy AU Pty Ltd., Red Bull Australia Pty. Ltd., Bickford's Group, Sparkling Beverages Pty Ltd., Bertshell Pty Ltd. and Slades Beverages among others. Recent Development September 2023 Coca-Cola launched Y3000 in Australia, a part of its Creations line. This limited-edition soft drink combines futuristic flavours with a refreshing twist, appealing to adventurous consumers. The launch featured a marketing campaign that included immersive experiences, engaging fans with the brand's innovative spirit. August 2023 Fanta introduced a new Watermelon flavour in Australia. This vibrant addition aimed to capture the essence of summer, offering a refreshing and fruity option for fans. The launch was supported by eye-catching promotions that highlighted the drink's playful nature and targeted younger audiences.

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