

Soft Drinks in Australia

Industry Report | 2025-12-04 | 47 pages | MarketLine

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Report description:

Soft Drinks in Australia

Summary

Soft Drinks in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The soft drinks market includes retail sales of carbonates, packaged water, energy drinks, iced/RTD tea drinks, still drinks, juice, and others. The scope of others includes bulk/HOD, enhanced water, flavored water, fruit powders, iced/RTD coffee drinks, nectars, sports drinks, and squash/syrups.
- The Australian soft drinks market recorded revenues of \$12,447.6 million in 2024, representing a compound annual growth rate (CAGR) of 3.9% between 2019-24.
- Market consumption volume increased with a CAGR of 0.4% between 2019-24, reaching a total of 4,860.5 million liters in 2024.
- The Australian soft drinks market registered moderate growth during 2019-24 as demand remained steady despite shifting consumer preferences, with premiumization, flavor innovation, and the expansion of no-sugar and low-calorie variants helping offset the gradual decline in traditional carbonates.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the soft drinks market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the soft drinks market in

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Australia

- Leading company profiles reveal details of key soft drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia soft drinks market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Australia soft drinks market by value in 2024?
- What will be the size of the Australia soft drinks market in 2029?
- What factors are affecting the strength of competition in the Australia soft drinks market?
- How has the market performed over the last five years?
- How large is Australia's soft drinks market in relation to its regional counterparts?

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