Euromonitor International

Carbonates in the US

December 2025

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Carbonates in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Recovery opportunities appear in carbonates

INDUSTRY PERFORMANCE

Energy drinks presents a strong substitution option
Newer brands differentiate through wellness and product attributes

WHAT'S NEXT?

Investment is required to maintain the strength of carbonates within soft drinks
AI is a transformative force in carbonates
MAHA initiative to consolidate impact on carbonates in the forecast period

COMPETITIVE LANDSCAPE

The Coca-Cola Co leads as the competitive landscape develops and intensifies
Poppi and Olipop ride the functional wave

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Supermarkets retains leadership of distribution
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Soft Drinks in the US - Industry Overview

EXECUTIVE SUMMARY

Premiumisation and caution visible in soft drinks in the US

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Functional beverages witness rapid transformation
Affordability remains a key concern
Slower but significant new product development

WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends
Players to invest in innovation and marketing to gain a competitive edge
Climatic imprint on soft drinks

COMPETITIVE LANDSCAPE

The leading player innovates and premiumises its offer to stay ahead
Poppi surges after PepsiCo acquisition

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