



The Rise of Countertop Beverage Systems in Soft Drinks

August 2022

INTRODUCTION

Scope

TOWARDS A PACKAGE-FREE FUTURE IN BEVERAGES?

Overview: what's the matter with plastic?

Regulatory change in plastic packaging necessitates new models, beginning in the EU

A desire for more sustainable consumption also resonates with consumers

The consumer's perspective on sustainable packaging

Sustainability concerns making a mark on consumption and consumer decision-making

COUNTERTOP BEVERAGE SYSTEMS TODAY

Countertop pioneer SodaStream capitalizes as Europeans move away from bottled water

Germany is SodaStream's largest market, followed by the US

Nordic markets: sustainable consumer behaviour drives the highest rates of adoption

The growing universe of carbonation, flavour and home beverage preparation

WHAT'S NEXT?

Popularity of carbonated water across the globe opens doors for soda makers

Competition intensifies, with purification and filtration abilities becoming key to growth

The next generation of countertop beverage systems for mineralisation and functionality

WHAT'S NEXT

Pressure from retailers, delisting packaged water brands and launching countertop systems

Brands offer smart refill schemes and switch to recycled plastic

Fountain on-trade sales and the importance of foodservice

Foodservice operators bet on returnables

Looking to the future: smart filtering technologies combined with personalised beverages

Takeaways

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