Euromonitor International

Soft Drinks in Asia Pacific

May 2025

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Key findings

REGIONAL OVERVIEW

Asia Pacific has the highest sales but the lowest per capita consumption
Steady value and volume growth expected in the coming years
Bottled water leads soft drinks sales in Asia Pacific
Juice drinks continue to decline in the Chinese market
Indian energy drinks recording very dynamic growth over 2019-2024
Bottled water dominates the new sales added in Asia Pacific over 2019-2024
Health consciousness impacting consumer choices and new product developments
Health consciousness impacting consumer choices and new product developments
Small local grocers lead off-trade distribution of soft drinks in Asia Pacific
Despite losing share during the pandemic, vending remains a key channel in Japan

LEADING COMPANIES AND BRANDS

Relatively fragmented competitive landscape in China
Players actively targeting reduced-sugar categories in the Chinese market
Coca-Cola and PepsiCo present across the Asia Pacific region
Nongfu Spring becomes the leading brand in Asia Pacific soft drinks in 2024

FORECAST PROJECTIONS

Steady value and volume growth expected in the coming years
Quick commerce expected to grow in importance in India

COUNTRY SNAPSHOTS

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China : Competitive and Retail Landscape
Hong Kong, China: Market Context
Hong Kong, China : Competitive and Retail Landscape
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India : Competitive and Retail Landscape
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