Euromonitor International

E-Commerce in Soft Drinks

April 2024

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SOFT DRINKS ONLINE: PERFORMANCE IN 2023

Scope
Surging global soft drinks e-commerce sales in 2023, driven by higher US prices
Soft drinks online generally follow a familiar seasonal pattern of consumption
Global giants Coca-Cola Co and PepsiCo contend with a fragmented online shelf
Grocery leads overall, but Amazon and online marketplaces drive emerging functional brands

PRICE INFLATION AND VALUE SEEKING IN ONLINE SOFT DRINKS

Price rises, package mix and premium category preferences drive value performance
Multipack options online are shrinking, further driving value per litre
Private label bottled water and juice perform well in online grocery e-commerce

FUNCTIONAL CATEGORIES AND FORMAT POWER MARKETPLACES

Functional demand fuels performance of concentrates, sports and energy drinks
Unilever's Liquid IV electrolyte mix has emerged as an e-commerce leader within soft drinks
Hydration, sports nutrition and convenience emerge as e-commerce priorities in drinks
Prime (Congo Brands) establishes a new blueprint for online brand building

VIRAL POWER AND DISRUPTION

Rapid growth of Douyin as a soft drinks retailer underscores the potential for US TikTok Shop
TiQ prune juice: A cautionary example of viral wellness fads driven by online marketplaces
Soft drinks retailer profile: Target (US) top performers point to wider functional momentum
Soft drinks online: Recommendations in 2024

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