Euromonitor International

The World Market for Soft Drinks

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Price-driven growth dominates, as global volumes weaken across key markets
High-income markets drive premium, functional and low-sugar soft drinks growth
Carbonates surge in value as water grows volume, while juice remains weak
Energy leads global growth; sports drinks face competition from electrolyte powders
Premium, price-led growth diverges from volume, as regions follow different paths
Functional beverages surge as innovation reshapes modern soft drink demand

COMPANIES AND PRODUCTS

Category leaders face dual pressures from premium challengers and value rivals
Functional specialists dominate fastest growing global beverage players
Bifurcation widens as both value challengers and functional specialists gain
Juice resets and hydration powders drive global launch momentum
Sustainable package and sourcing claims lift tea and coffee, despite price pressure

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Energy, e-commerce and discount value retail drive a mixed 2025 channel performance
E-commerce growth slows, but remains driven by Walmart and functional discovery

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Emerging regions dictate the growth story in global beverages over the period to 2030
US, China and Mexico anchor global soft drinks growth over the period to 2030
APAC growth led by bottled water, sports drinks and reduced sugar energy drinks
Reduced and zero sugar brands dominate sparkling with juice faces uncertain outlook
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Emerging market supply the volume, while mature markets depend on value creation

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Rising functional and better-for-you demand creates opportunities, despite higher costs
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