

# **Top Five Trends in Soft Drinks**

February 2025

Table of Contents

Our expert's view of Soft Drinks in 2025

## TOP FIVE TRENDS IN SOFT DRINKS

Key findings

#### INTRODUCTION

Price-led growth in global soft drinks, as volume slows in key regions Top five trends in Soft Drinks

#### INTRODUCTION AND OVERVIEW

Top five trends uncovered

#### THE VOLUME CLIFF: AFFORDABILITY CRUNCH SLOWS VOLUME

After three years of rising RSP, consumers are trading down and trading out American Cola and the rise of affordable, local hero brands in emerging markets Varun and PepsiCo's Sting Energy demonstrates the disruptive potential of affordability Navigating "the volume cliff": Growth opportunities in 2025

#### TRADING DOWN WITH INTENT: HEALTH AS WEALTH AND VALUE HACKS

Health and wellness transforms discretionary beverages to essential staples Baly energy drink emerges as a functional, affordable success story in Brazil Superoot electrolyte mix exemplifies the blurring beverage-supplement line Navigating "trading down with intent": Growth opportunities in 2025

#### CO-CREATION CRAZE: INFLUENCERS, ENERGY AND ALCOHOL CROSSOVERS

Fewer, focused innovations in 2025 - led by co-creation, co-branding and influencers L.A. Libations and the success of the celebrity brand building model in soft drinks Unwell Hydration from leading podcaster is the latest US lifestyle-wellness launch Navigating "co-creation craze": G rowth opportunities in 2025

## FRAGMENTING CHANNEL DYNAMICS: VALUE CHANNELS, INFORMAL RETAIL AND ON-TRADE

A mix of technology and affordability fragment the channel landscape for soft drinks Shoprite's U-Save banner illustrates the affordability challenge for major drinks brands Convenience and mobility drive post-pandemic smart vending across Asia Navigating "fragmenting channel dynamics": Growth opportunities in 2025

# PACKAGED CLEAN: HEALTH AND SAFETY OF BEVERAGE PACKAGING UNDER THE MICROSCOPE

Beverage packaging safety and health impact may be the next frontier of sustainability Swiss LifeStraw bottles and other filtration containers may benefit from concern Columbia study suggests more plastic nanoparticles in bottled water than expected Navigating "packaged clean": Growth opportunities in 2025

#### CONCLUSION

Future implications Opportunities for growth

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-soft-drinks/report.