



**Euromonitor
International**

The World Market for Soft Drinks

February 2025

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Soft drinks snapshot

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Strong value growth in premium categories, despite volume challenges

Premium bottled water and zero sugar sparkling variants among top performers

Strong value growth in Asia Pacific, MEA and Latin America since the pandemic

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Premium water categories, zero sugar CSDs and mixers are likely growth stories

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Our expert's view of soft drinks to 2029

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