



Latest News on Soft Drinks Industry Global Research Report 2016

Soft Drinks Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2016 – 2019

PUNE, INDIA, July 26, 2016 /EINPresswire.com/ -- [Soft Drinks](#) Industry

analyst predicts the Global Soft Drinks Market to grow steadily at a rate of 7% during the forecast period. The increase in the sale of premium-priced products such as RTD tea and coffee and functional drinks are the primary drivers of the growth of this market. The innovative marketing strategies being introduced by vendors is also driving the market growth. For instance, during April 2015, PepsiCo entered into a marketing partnership with NBA, making it the official partner of the NBA, Womens National Basketball Association, NBA Development League, and USA Basketball.

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The stringent government regulations regarding the production and sale of soft drinks are expected to pose challenges to the market growth during the forecast period. For instance, during 2014, Mexico imposed additional taxes on the sale of soft drinks, to reduce its consumption within the country.

Segmentation by distribution channel and analysis of the soft drinks market

Hypermarkets and supermarkets

Convenience stores

On-trade

The hypermarket and supermarket distribution channel dominated the soft drinks market during 2014 with a market share of around 45%. The emergence of strong retail networks globally has contributed to the growth of this distribution channel.

Segmentation by category and analysis of the global soft drinks market

Carbonated soft drinks

Bottled water

Juices

RTD tea and coffee

Functional drinks

Carbonated soft drinks dominated the market with a share of 40% during 2014. The research report predicts the share of this segment to witness a decline during the forecast period. The rising awareness about the harmful effects of artificial sweeteners is driving consumers away from this segment.

Geographical segmentation and analysis of the global soft drinks market

Americas

APAC

Europe
MEA

The Americas accounted for 39% of the market share during 2014 and is expected to grow at a CAGR of 6% during the forecast period. The introduction of a soda tax in some of the countries in this region has had an adverse impact on the growth of sugary drinks. For instance, Mexico implemented a soda tax of 1% on all carbonated soft drinks during January 2014 which resulted in a 6% decline in the sales of these drinks by the end of 2014.

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Competitive landscape and key vendors

The global soft drinks market is highly competitive due to the presence of numerous suppliers. The providers in this market compete on the basis of innovation in pricing strategy, product offerings, and distribution strategy. The competition is expected to intensify during the forecast period as a result of an increase in the launch of new product lines, especially natural ingredient-based soft drinks.

The leading vendors in the market are -

Coca-Cola
PepsiCo
Red Bull
Nestle Waters
Dr Pepper Snapple
Danone
Tingyi

Other prominent vendors in the market include Arizona Beverages, B Natural, Bai, Bisleri, Britvic, Dabur, Florida's natural growers, Hydro one beverage, Inko's, Innocent Drinks, Invo8, J.M.Smucker, Kraft, MD Drinks, Monster Beverage, Newman's own, Old Orchard Brands, Parle Agro, Prairie Farms Dairy, Redux Beverage, Rockstar, Royal Pacific Foods, Runa beverages, Staminade, Sunny Delight Beverages, Tampico, Ting Hsin International, Tradewinds beverage, Trend Food International, Turkey Hill Dairy, Unilever, Uni-President Enterprises, and Whiterock.

Key questions answered in the report include

What will the market size and the growth rate be in 2019
What are the key factors driving the global soft drinks market
What are the key market trends impacting the growth of the soft drinks market
What are the challenges to market growth
Who are the key vendors in this market space
What are the market opportunities and threats faced by the vendors in the global soft drinks market
Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA
What are the key outcomes of the five forces analysis of the soft drinks market
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Contact Us:

Norah Trent

+1 646 845 9349 / +44 208 133 9349

www.wiseguyreports.com

Phone No: +1-646-845-9349 (US)

Phone No: +44 208 133 9349 (UK)

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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