

Soft Drinks Consumption, Demand, Sales, Competitor and Forecast 2017 – 2022

Soft Drinks Global Market Share, Opportunities, Segmentation and Forecast to 2022

PUNE, INDIA, July 12, 2017 /EINPresswire.com/ -- Summary

"Top Trends in Soft Drinks 2017" explores the latest consumer and innovation trends in bottled water, carbonated soft drinks, juices and smoothies, energy and sports drinks, and ready-to-drink tea and coffee.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1119648-top-trends-in-soft-drinks-2017>

The soft drinks industry is under increasing pressure as consumer spending stagnates, the war on sugar rages on, and consumers increasingly reject artificial alternatives. Trends explored in this research include healthy hydration solutions, the adultification of soft drinks, savory and spicy flavors, and soft drinks with just a hint of flavor or sweetness.

Scope

- Globally, 60% of consumers are always or often influenced by how familiar or trustworthy a product feels when choosing non-alcoholic beverages.
- Almost half of consumers (48%) globally are actively choosing soft drinks with low or no sugar.
- Consumers are more willing to experiment with new product varieties when buying more generic beverages such as bottled water and RTD coffee/tea, than beverages that serve a functional purpose like energy and sports drinks.

Reasons to buy

- Identify the top trends driving the soft drinks sector.
- Gain insight into the key consumer segments that are most likely to be a key focus for innovation.
- Put innovative products into context by connecting them to specific consumer trends and needs.
- Gain insight and inspiration for innovation.

Table of Content: Key Points

1. Introduction
2. Innovation Trends in Soft Drinks
 - Healthy Hydration
 - Gut Happy
 - Adultification
 - Cold is Hot
 - Savory and Spice
 - Take the Hint
 - Plant Power
3. The Future

Appendix
...Continued

ACCESS REPORT @ <https://www.wiseguyreports.com/reports/1119648-top-trends-in-soft-drinks-2017>

For accessing accurate and deep understanding and to gain latest insights and key developments in the area of your interest, we also have a list of conferences in which you will be interested in, for more information, cordially check:

<https://www.wiseguyreports.com/conferences>

For updating knowledge or for thoroughly understanding various terminologies, we also have vast list of seminars for your reference, for more information cordially check:

<https://www.wiseguyreports.com/seminars>

Norah Trent
wiseguyreports
+1 646 845 9349 / +44 208 133 9349
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.