


Non-Alcoholic Beverages Market Overview, Leading Players, Segments Analysis and Growth Drivers to 2023

Global Non-Alcoholic Beverages Market - by Type (Probiotic Drinks), Packaging (Bottle), Distribution Channel (Store-Based) and Region - Forecast to 2023

PUNE, MAHARASHTRA, INDIA, July 12, 2017 /EINPresswire.com/ -- Market Research Future Published a Half Cooked Research Report on the Global

[Non-Alcoholic Beverages Market](#) has been estimated to grow over 5.5% post 2023



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Market Overview



Major Key Players are Nestlé (Switzerland), Kraft Foods (U.S.), Kraft Foods (U.S.), Campbell Soup Company (U.S.), Ocean Spray (U.S.), Ocean Spray (U.S.)”

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Non-alcoholic drinks refer to beverages, which have less than 0.5% alcoholic content by volume, non-alcoholic beer and wine fall under this category. Alcohol free beverages are also known as 'virgin drinks.' Soft drinks, juices, ready-to-drink tea and coffee, bottled water, and energy drinks are the most-consumed non-alcoholic drinks in the global market.

Consumers are more aware than before of the negative side-effects of alcohol. Governments have initiated various health campaigns and chivvied the drinks industry into promoting low-alcohol alternatives to their usual products. Innovation in product development and improving flavors & shelf-life of non-

alcoholic beverages is likely to boast the market growth during forecast period.

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Competitive Analysis-

The major key players in Non-Alcoholic Beverages Market are

- PepsiCo (U.S.)
- Fuze Beverage (U.S.)
- Coca-Cola (U.S.)
- Nestlé (Switzerland)
- Altria Group (U.S.)
- Kraft Foods (U.S.)
- General Mills (U.S.)
- Campbell Soup Company (U.S.)

- Ocean Spray (U.S.)
- Red Bull GmbH (Austria)

The demand for non-alcoholic beverages has pushed manufacturers to innovate and develop new product line which are better in taste and offers various health benefits.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 110 numbers of pages of the project report “Non-Alcoholic Beverages Market - Forecast to 2023”

Market Forecast

Introduction of new innovative products with inclusion of healthy beverages such as herbal & fruit tea are supporting the growth of this market. Global Non-alcoholic beverages market is mainly driven by urbanization, changing consumption pattern and rising disposable income. Rise in disposable income and consumer preferences for ‘on-the-go’ foods is driving the sales of enriched, sugar free and low calories beverages. Moreover vegan diet trend due to various health issue & ethical factors will play a key role to grow non-alcoholic beverages market at CAGR of 5.5% during forecast period.

Downstream market analysis-

Globalization and urbanization are major driving force for this market, furthermore popularity of healthy and sugar free non-alcoholic beverages are also encouraging the growth of the market. Non-alcoholic beverages such as probiotic drinks will be highest growing segment and juice will dominate the market during the forecast period. The demand for fortified water is estimated to be key driving force during the review period. Moreover, Non-alcoholic beverages are mainly bought from supermarket and convenience store however busy lifestyle of people is supporting the sales of these products through online store which will change the future of overall retail network of non-alcoholic beverages.

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Regional Analysis

The global non-alcoholic beverages market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). Among this Europe region has major market share followed by North America. Urbanization and rising disposable income in Asia Pacific region is driving the demand for non-alcoholic beverages in that particular region. Rising number of health cognizant and the growing demand for healthy beverages especially in China and India will be the crucial factor underlining the market growth.

Study Objectives of Non-Alcoholic Beverages Market:

- Deep dive study of the market segments and sub-segments
- To estimate and forecast market size by type, packaging, distribution channel and region
- To analyze the key driving forces influencing the market
- Region level market analysis and market projections for North America, Europe, Asia, and Rest of the World (ROW) and their countries
- Value chain analysis & supply chain analysis
- Company profiling of major players in the market
- Competitive strategy analysis, mapping of key stakeholders in the market

- Analysis of historical market trends, and technologies, and current government regulatory

Market Segmentation-

Global Non-Alcoholic Beverages Market is segmented by type, packaging, distribution channel and region

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