



Soft Drinks 2017 Global Key Players - Coca-Cola, PepsiCo, Starbucks, Paper Boat Market Analysis and Forecast to 2022

Soft Drinks - Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022

PUNE, INDIA, December 21, 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.

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Companies mentioned

Coca-Cola

PepsiCo

Dr Pepper Snapple

B4

Honest Tea

OmegaWater

Glaceau

Bulletproof

Suja

Tropicana

Karma Probiotics

KeVita

Seedlip

Mountain Dew

Caliente

Stubborn Soda

Hop Pop Soda

LIFEWTR

Hackamore Premium Energy

Uncle Matt's Cold Pressed Water

Impressed Cold Pressed Juice

Garden of Flavor

Kor Shots

Georgia Coffee

Starbucks

Teavana

La Colombe

Point Blank

Minute Maid

Paper Boat
Ohnly
SunRype
Fanta
Nu Oceana
Hint Water
NuVa
Ugly Unsweet Water
Vivid
Virtue Energy Water
Verday
Belvoir Botanicals
Buddha Water
H2Rose
HappyTree
Malk
137 Degrees

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.

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Gut Happy
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Savory and Spice
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[2017](#)

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