

Packaged Beverage Market is anticipated to surpass US\$1,991.845 billion by 2028 at a CAGR of 3.47%

The packaged beverage market is anticipated to grow at a CAGR of 3.47% from US\$1,568.389 billion in 2021 to US\$1,991.845 billion by 2028.



NOIDA, UTTAR PARDESH, INDIA, November 23, 2023 /EINPresswire.com/ -- According to a new study published by Knowledge Sourcing Intelligence, the [packaged beverage market](#) is projected to grow at a CAGR of 3.47% between 2021 and 2028 to reach US\$1,991.845 billion by 2028.

The prime factors propelling the packaged [beverage market](#) growth are rising disposable incomes, increasing urbanization, increasing demand for sustainable packaging, growing interest in functional beverages, changing consumer preferences, and innovation and new product development.

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Packaged beverages are drinks that are sold in containers, such as bottles, cans, or cartons. They are a convenient and portable way to consume beverages, and they are widely available at a variety of retail outlets. The packaged beverage market is a large and growing industry. The packaged beverage market is expected to continue to grow

in the coming years, driven by increasing disposable incomes, rising urbanization, changing consumer preferences, and innovation and new product development. The market is also expected to be supported by the growing popularity of online shopping and the increasing demand for sustainable packaging.

The industry is witnessing a wave of collaborations and technological breakthroughs. In November 2023, Tetra Pak and Lactotal introduced a new aseptic beverage carton with a paper-based barrier. This marks a significant step in the companies' commitment to sustainability. The new carton is part of a large-scale technology validation, involving around 25 million packages and is currently ongoing in Portugal. Made of approximately 80% paperboard, the carton increases the renewable content to 90%, reduces its carbon footprint by one-third (33%), and has

been certified as Carbon Neutral by the Carbon Trust™.

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Based on the type, the packaged beverage market is divided into alcoholic beverages, non-alcoholic beverages, juices, milk, [carbonated soft drinks](#), and bottled water. The non-alcoholic beverage segment is projected to grow at the fastest CAGR in the packaged beverage market. Consumers are increasingly looking for healthy and functional beverages that have added vitamins, minerals, or other nutrients. This is leading to a growth in demand for products such as juices, sports drinks, and flavored waters. Consumers are increasingly interested in organic and natural beverages. This is leading to a growth in demand for products that are made with natural ingredients and that do not contain artificial flavors or preservatives.

Based on the packaging type, the packaged beverage market is divided into cartons, cans, bottles, and others. Of these four types, the bottle segment is estimated to hold the largest share of the packaged beverage market. Bottles are made from a variety of materials, including glass, plastic, and metal. These materials are all durable and can withstand the rigors of transportation and storage. They provide excellent barrier protection against light, oxygen, and other contaminants. This helps to preserve the flavor and quality of the beverage.

Based on the distribution channel, the packaged beverage market is divided into online and offline. The online packaged beverage market is growing faster than the offline packaged beverage market. This is due to several factors, including the increasing popularity of e-commerce, the growing availability of online retailers, and the increasing convenience of shopping online. Online retailers typically offer a wider variety of packaged beverages than offline retailers.

Based on Geography, Asia Pacific is poised to dominate the packaged beverage market. Beverage companies in Asia Pacific are constantly innovating and developing new products to meet the changing needs of consumers. For example, Coca-Cola has launched a new line of sparkling water products with fruits and vegetables, while PepsiCo has introduced new sports drinks containing low sugar and calories. The region's rising disposable incomes, increasing urbanization, changing consumer preferences, and constant innovation in beverage products are all expected to contribute to the market's continued growth and dominance in the global packaged beverage industry.

As a part of the report, the major players operating in the packaged beverage market, that have been covered are Unilever, The Coca-Cola Company, Nestle, Pepsi Co. Inc., Jones Soda Co., Danone, Appalachian Brewing Company, GCMF (Amul), Keurig Dr Pepper Inc., Bacardi Limited, Carlsberg Breweries A/S, Heineken N.V., Suntory Holding Limited, Constellation Brands Inc., Molson Coors Brewing Company, United Breweries Ltd., Brown-Forman Corporation.

The market analytics report segments the packaged beverage market using the following criteria:

- BY TYPE

- o Alcoholic Beverages
- o Non-Alcoholic Beverage
- o Juices
- o Milk
- o Carbonated Soft Drinks
- o Bottled Water

- BY PACKAGING TYPE

- o Cartons
- o Cans
- o Bottles
- o Others

- BY DISTRIBUTION CHANNEL

- o Online
- o Offline

- BY GEOGRAPHY

- o North America

- USA
- Canada
- Mexico

- o South America

- Brazil
- Argentina
- Others

- o Europe

- Germany
- Spain
- United Kingdom

- France
- Others

o Middle East and Africa

- Saudi Arabia
- South Africa
- Others

o Asia Pacific

- China
- Japan
- Australia
- India
- Others

Companies Profiled:

- Unilever
- The Coca Cola Company
- Nestle
- Pepsi co Inc.
- Jones Soda Co.
- Danone
- Appalachian Brewing Company
- GCMMF (Amul)
- Keurig Dr Pepper Inc.
- Bacardi Limited
- Carlsberg Breweries A/S
- Heineken N.V.
- Suntory Holding Limited
- Constellation Brands Inc.
- Molson Coors Brewing Company
- United Breweries Ltd.
- Brown-Forman Corporation

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