

# Carbonated Soft Drinks Market Forecast 2025–2032 to Reach USD 404.05 Bn at 4.7% CAGR

*Global Carbonated Soft Drinks Market to Reach USD 404.05 Bn by 2032, Driven by Premium Beverages, Flavor Innovation, and Expanding Retail Channels*

NEW YORK, NY, UNITED STATES, January 28, 2026 /EINPresswire.com/ -- [Carbonated Soft Drinks Market](#) size was valued at USD 292.96 Bn in 2025, and the market is projected to grow at a CAGR of 4.7% from 2025 to 2032, reaching an estimated revenue of USD 404.05 Bn.

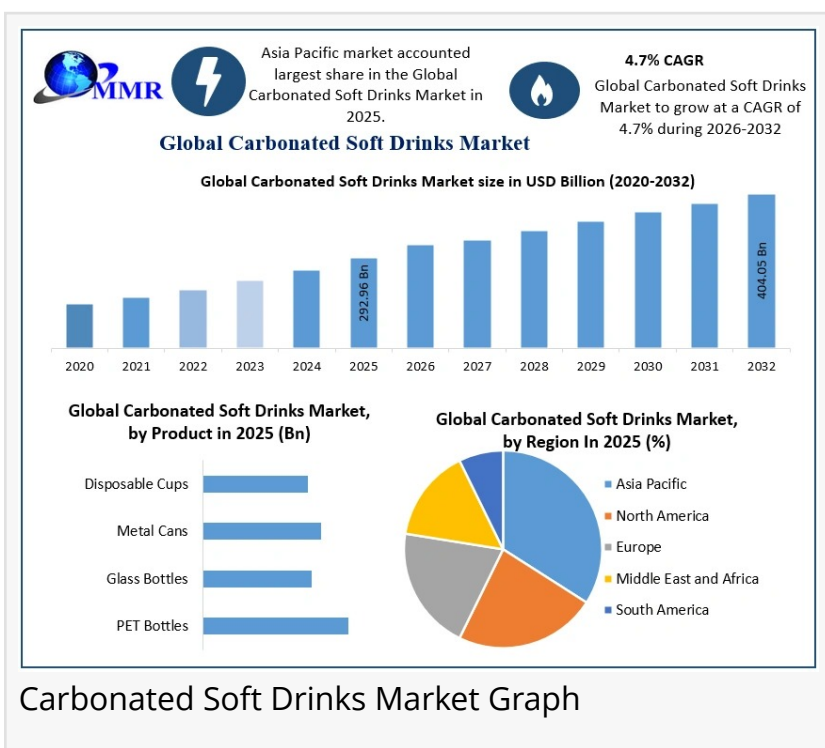
Carbonated Soft Drinks Market Overview: How Health Trends and Premium Innovation Are Reshaping Global Demand

Global Carbonated Soft Drinks Market Report 2025 delivers a comprehensive analysis of market trends, competitive landscape, and outlook through 2032. The industry is evolving rapidly, driven by rising demand for low-sugar, functional, and premium sparkling [beverages](#). Growing adoption of sustainable packaging, innovative flavors, and digital-first distribution channels is reshaping the market landscape. Expansion of e-commerce, wellness-focused formulations, and strong consumption growth across Asia-Pacific are key factors fueling the long-term growth of the global Carbonated Soft Drinks Market.

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Carbonated Soft Drinks Market Drivers 2025–2032: Low-Sugar, Functional & Premium Beverages Fuel Growth

Global Carbonated Soft Drinks Market is witnessing rapid growth, driven by rising demand for low-sugar carbonated drinks, functional beverages, and innovative premium sparkling drinks.





“Low sugar innovation, premium flavors, and e-commerce are reshaping carbonated soft drinks, discover what’s driving growth, says Maximize Market Research today.”

*Maximize Market Research*

Convenient packaging, eco-friendly solutions, and evolving consumer preferences in emerging markets are fueling market size, revenue, trends, and forecast, creating exciting growth opportunities in the global carbonated beverages market.

Rising Health Concerns and Intense Competition Restrain Carbonated Soft Drinks Market

Global Carbonated Soft Drinks Market faces notable restraints as rising health concerns over sugar and artificial ingredients curb traditional beverage demand. Stringent

government regulations, sugary drink taxes, labeling requirements, and intense competition among global and regional players are challenging market growth, revenue, and share, highlighting critical hurdles in the carbonated soft drinks industry.

Carbonated Soft Drinks Market Opportunities: Functional Beverages, Sustainable Packaging & Premium Flavors Drive Growth

Global Carbonated Soft Drinks Market is poised for expansion with promising opportunities in functional and wellness beverages, sustainable and eco-friendly packaging, and emerging premium flavors. Rapid adoption of e-commerce channels, direct-to-consumer sales, and rising demand for low-sugar, vitamin-enriched, and sparkling drinks are driving market trends, revenue growth, and competitive advantage in the global sparkling soft drinks market.

Carbonated Soft Drinks Market Segmentation: Leading Flavors, Packaging & Channels Shaping Growth

Carbonated Soft Drinks Market is strategically segmented by flavor, packaging type, and distribution channel, revealing dynamic consumer trends and lucrative growth opportunities. Standard cola dominates the global market, while PET bottles lead in convenient, on-the-go packaging. Supermarkets and hypermarkets remain the top distribution channels, driving market share, revenue, and growth. Rising demand for low-sugar, fruit-flavored, and premium sparkling beverages is reshaping carbonated soft drinks market trends and competitive dynamics.

By Flavour

Standard Cola

Diet Cola / Zero-Calorie Cola

Fruit-Flavored Carbonates (Orange, Lemon-Lime, Mango, Tropical, etc.)

Other Carbonated Beverages

Ginger Ale

Tonic Water

Cream Soda

Root Beer

By Packaging Type

PET Bottles

Glass Bottles

Metal Cans

Disposable Cups

By Distribution Channel

Supermarkets / Hypermarkets

Convenience Stores

Online Retail / E-Commerce

On-Trade (Restaurants, Cafés, Bars, Foodservice)

By Region

North America (United States, Canada and Mexico)

Europe (UK, France, Germany, Italy, Spain, Sweden, Austria, Turkey, Russia and Rest of Europe)

Asia Pacific (China, India, Japan, South Korea, Australia, ASEAN (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Viet Nam etc.) and Rest of APAC)

Middle East and Africa (South Africa, GCC, Egypt, Nigeria and Rest of ME&A)

South America (Brazil, Argentina, Colombia and Rest of South America)

Details insights on this market, request for methodology

here: <https://www.maximizemarketresearch.com/request-sample/117909/>

## Carbonated Soft Drinks Market Trends: Health, Flavor Innovation & Tech-Driven Growth Transform Global Market

**Health-Driven Beverage Innovation:** Rising consumer focus on wellness is fueling demand for low-sugar, zero-calorie, and functional carbonated drinks, infused with vitamins, probiotics, and natural botanical extracts, reshaping global carbonated soft drinks market trends.

**Flavor Innovation and Premiumization:** Adventurous consumers are driving the popularity of exotic, nostalgic, and artisanal craft sodas, prompting brands to experiment with unique flavors and premium beverage experiences.

**Technological and E-Commerce Integration:** The market is embracing AI-crafted flavors and direct-to-consumer online channels, enhancing personalisation, accessibility, and engagement while boosting carbonated soft drinks market growth and competitive advantage.

## Carbonated Soft Drinks Market Insights: Asia-Pacific and North America Lead Global Growth

Asia-Pacific is emerging as the most dominating region in the Carbonated Soft Drinks Market, fueled by rapid urbanization, rising disposable incomes, and evolving consumer lifestyles. Surging demand for low-sugar, fruit-flavored, and functional carbonated beverages, combined with expanding retail and e-commerce channels, and adoption of craft sodas and AI-crafted flavors, is driving market growth, revenue, trends, and competitive advantage across the region.

North America is the second most dominating region in the Carbonated Soft Drinks Market, supported by high per capita consumption and the strong presence of global brands. Growing consumer preference for low-sugar, zero-calorie, and functional carbonated drinks, along with premium flavors and robust retail and direct-to-consumer channels, is propelling market revenue, growth, trends, and competitive positioning, establishing the region as a key player in the global carbonated beverages market.

## Strategic Moves Reshaping the Carbonated Soft Drinks Market: Acquisitions, Product Innovation, and Revenue Breakthroughs

On October 8, 2025, The Coca-Cola Company is launching mini-7.5 oz single-serve soda cans in U.S. convenience stores to attract on-the-go and budget-focused consumers, fueling product innovation and market growth.

On May 19, 2025, PepsiCo, Inc. completed the \$1.95 billion acquisition of prebiotic soda brand

poppi, strengthening its portfolio with functional, low-sugar beverages that resonate with health-conscious consumers.

On August 25, 2025, Keurig Dr Pepper Inc. announced a transformative acquisition of JDE Peet's, creating two independent beverage leaders and expanding competitive positioning in global refreshment and coffee segments.

On November 6, 2025, Monster Beverage Corporation reported record Q3 revenue of \$2.20 billion with 16.8% growth, showcasing strong demand and robust operational performance in the competitive beverage market.

## Carbonated Soft Drinks Market Competitive Landscape: Global Leaders Reshaping Market Share

Carbonated Soft Drinks Market competitive landscape is intensely dynamic, dominated by global leaders including The Coca-Cola Company, PepsiCo, Keurig Dr Pepper, Nestlé, Suntory, and Asahi Group, alongside agile players like Britvic, Refresco, and National Beverage Corp. Companies in the Carbonated Soft Drinks Market are accelerating strategic mergers and acquisitions, low-sugar and functional beverage innovation, premium flavor launches, and sustainable packaging strategies to strengthen market share, revenue growth, brand positioning, and competitive advantage across global retail and e-commerce channels.

### Carbonated Soft Drinks Market, Key Players:

The Coca Cola Company (USA)

PepsiCo, Inc. (USA)

Keurig Dr Pepper Inc. (USA)

Monster Beverage Corporation (USA)

Nestlé S.A. (Switzerland)

Suntory Holdings Limited (Japan)

Asahi Group Holdings, Ltd. (Japan)

Britvic PLC (UK)

Refresco Group N.V. (Netherlands)

National Beverage Corp. (USA)

Tingyi (Cayman Islands) Holding Corporation (China)

Parle Agro Pvt. Ltd. (India)

Varun Beverages Ltd (India)

Anheuser Busch InBev SA/NV (Belgium) – (Via soft-drink margins and non-alcoholic drink divisions)

Hansen Natural Corporation (USA) – (now part of Monster Beverage)

Kirin Holdings Company, Limited (Japan)

Cott Corporation (Canada)

Ajegroup (Peru)

Celsius Holdings, Inc. (USA)  
Suntory Beverage & Food Limited (Japan)  
Dabur India Ltd (India) – (with carbonated soft drink lines)  
THE Zhangzidao Group Co., Ltd. (China) – (via beverage operations)  
Arca Continental, S.A.B. de C.V. (Mexico) – bottler & soft-drink producer  
Bisleri International Pvt. Ltd. (India)  
Corporación José R. Lindley S.A. (Peru)  
Kali Mark (Kalimark) Pvt. Ltd. (India)  
C&C Group plc (Ireland)  
Britvic Ireland Ltd (Ireland)  
Rauch Fruchtsäfte GmbH & Co OG (Austria)  
SodaStream International Ltd. (Israel)

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FAQs:

What is the forecast size of the Global Carbonated Soft Drinks Market (2025–2032)?

Ans: Global Carbonated Soft Drinks Market is projected to grow from USD 292.96 Billion in 2025 to nearly USD 404.05 Billion by 2032, registering a steady CAGR of 4.7% during the forecast period.

What are the key drivers fueling growth in the Carbonated Soft Drinks Market?

Ans: Global Carbonated Soft Drinks Market growth is driven by rising demand for low-sugar and functional carbonated beverages, premium and exotic flavor innovation, convenient and sustainable packaging, expanding e-commerce channels, and strong consumption growth across emerging markets.

Which regions dominate the Global Carbonated Soft Drinks Market?

Ans: Asia-Pacific dominates the Carbonated Soft Drinks Market due to rapid urbanization, rising disposable incomes, and evolving consumer lifestyles, while North America ranks second, supported by high per capita consumption, global brand presence, and demand for low-sugar and premium beverages.

Analyst Perspective:

From an analyst's standpoint, the Carbonated Soft Drinks Market is entering a reinvention phase, shifting from volume-led growth to value-driven returns. Innovation in low-sugar, functional, and premium offerings is improving margins, while Asia-Pacific-led consumption and e-commerce expansion strengthen long-term potential. Intense competition is accelerating M&A activity and product launches, making the sector attractive for strategic investors seeking resilient demand, brand-led scalability, and innovation-driven returns.

## Related Reports:

Carbonated Beverages Market: <https://www.maximizemarketresearch.com/market-report/global-carbonated-beverages-market/88067/>

Organic Drinks Market: <https://www.maximizemarketresearch.com/market-report/organic-drinks-market/221244/>

Functional Drinks Market: <https://www.maximizemarketresearch.com/market-report/functional-drinks-market/189755/>

Functional Foods and Drinks Market: <https://www.maximizemarketresearch.com/market-report/global-functional-foods-and-drinks-market/113698/>

## Top Report:

Digital Content Creation Market size was valued at USD 36.39 Billion in 2025 and the total Digital Content Creation revenue is expected to grow at a CAGR of 13.4% from 2025 to 2032, reaching nearly USD 87.76 Billion by 2032: <https://www.maximizemarketresearch.com/market-report/global-digital-content-creation-market/14892/>

Barefoot Shoes Market size was valued at USD 575.88 Million in 2025 and the total Barefoot Shoes revenue is expected to grow at a CAGR of 5.1% from 2025 to 2032, reaching nearly USD 815.74 Million by 2032: <https://www.maximizemarketresearch.com/market-report/barefoot-shoes-market/186746/>

Education Apps Market size was valued at USD 57.35 Billion in 2024 and the total Education Apps revenue is expected to grow at a CAGR of 23% from 2025 to 2032, reaching nearly USD 300.49 Billion: <https://www.maximizemarketresearch.com/market-report/global-education-apps-market/24428/>

Heat Pump Market size was valued at USD 70.61 Billion in 2025 and the total Heat Pump revenue is expected to grow at a CAGR of 7.75% from 2025 to 2032, reaching nearly USD 119.08 Billion by 2032: <https://www.maximizemarketresearch.com/market-report/global-heat-pump-market/24631/>

Low-Code Development Platform Market size was valued at USD 28.16 Bn. in 2023 and the total Low-Code Development Platform revenue is expected to grow at 27.8% from 2024 to 2030, reaching nearly USD 156.84 Bn: <https://www.maximizemarketresearch.com/market-report/global-low-code-development-platform-market/55407/>

Methanol Market size was valued at USD 44.40 Billion in 2025 and the total Methanol revenue is

expected to grow at a CAGR of 5.53% from 2025 to 2032, reaching nearly USD 64.72 Billion by 2032:<https://www.maximizemarketresearch.com/market-report/methanol-market/126817/>

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