Global Soft Drink Concentrate Market - Growth, Trends and Forecasts (2016 - 2021)

Description: The global soft drink concentrate market was estimated to be USD 26.9 billion in 2014 and expected to reach USD 35.1 billion by 2020 at a CAGR of 5.5% during the forecasted period 2015-2020.

Global Soft Drink Concentrate Market Dynamics

The soft drink concentrate market has a positive growth in the food and beverage sector due to ease of operation and reduced cost. The market is driven by the rising preference for processed food and beverage, consumer demand for nutritional food items, changing consumer trends and food preferences. Another major factor fuelling the soft drink concentrate market is the availability of numerous varieties across the world, frequent use of strong price promotions, growing competition and the numerous new product launches by multinationals are driving the growth of soft drink concentrate market. However, increasing health and wellness concerns are growing the demand for low sugar products and NFC (not from concentrate) juices; and acting as a major constraint in the global soft drink concentrate market.

Global Soft Drink Concentrate Market Segmentation

The market is segmented into carbonated and non-carbonated concentrates based on the application. Further carbonated concentrates are sub-segmented by flavor into cola and non-cola. Cola concentrates account for the major share in the market, however, growing health concerns and high caffeine content in cola concentrate may increase the growth of non-cola concentrates.

Orange and apple fruit concentrate has the largest share in the non-carbonated concentrate market. Consumer preference for healthy and nutritional foods is driving the market growth of non-carbonated concentrate market.

The soft drinks concentrate market is led by Europe followed by North America and Asia-Pacific. Asia-Pacific being an emerging market sees the fastest growth among other regions.

Key Players in the Global Soft Drink Concentrate Market

The key players are The Coca-Cola Company, PepsiCo, Inc., Monster Beverage Corp, Cott Corporation, Dohler Group, Kraft Foods, Dr. Pepper Snapple Group, Royal Cosun, David Berryman Limited, Big Red Inc., Royal Crown Cola Company, Inc. and Nestle SA. The Coca-Cola and PepsiCo, Inc. collectively hold about 70% of the carbonated concentrate market.

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Contents:

1. Introduction
   1.1 Key Deliverables of the Study
   1.2 Study Assumptions
   1.3 Market Definition
2. Research Approach & Methodology
   2.1 Introduction
   2.2 Research Designs
   2.3 Study Timelines
2.4 Study Phases

2.4.1 Secondary Research

2.4.2 Discussion Guide

2.4.3 Market Engineering and Econometric Modelling

2.4.4 Expert Validation

3. Market Dynamics

3.1 Drivers

3.1.1 Raising Preference for Processed Food & Beverages

3.1.2 Consumer Demand for Nutritional Food Items

3.1.3 Changing Consumer Trends and Food Preference

3.2 Restraints

3.2.1 Raising Significance for Low Sugar Products

3.2.2 Demand for NFC (Not From Concentrate) Juices

3.3 Opportunities

3.3.1 Innovation to Develop New Flavors

3.3.2 Creative Promotion Strategies

3.4 Porter's Five Forces Analyses

3.4.1 Bargaining Power of Suppliers

3.4.2 Bargaining Power of Buyers

3.4.3 Threat of New Entrants

3.4.4 Threat of Substitute Products and Services

3.4.5 Degree of Competition

4. Market Segmentation

4.1 By Type

4.1.1 Carbonated

4.1.1.1 Cola

4.1.1.2 Non-cola

4.1.2 Non-Carbonated

4.1.2.1 Apple

4.1.2.2 Orange

4.1.2.3 Mango
4.1.2.4 Grape
4.1.2.5 Pineapple
4.1.2.6 Cranberry
4.1.2.7 Others
4.2 By Geography
4.2.1 North America
4.2.1.1 US
4.2.1.2 Canada
4.2.1.3 Mexico
4.2.1.4 Others
4.2.2 Europe
4.2.2.1 Germany
4.2.2.2 UK
4.2.2.3 France
4.2.2.4 Spain
4.2.2.5 Italy
4.2.2.6 Russia
4.2.2.7 Others
4.2.3 Asia-Pacific
4.2.3.1 China
4.2.3.2 India
4.2.3.3 Japan
4.2.3.4 Australia
4.2.3.5 Others
4.2.4 South America
4.2.4.1 Brazil
4.2.4.2 Argentina
4.2.4.3 Others
4.2.5 Africa
4.2.5.1 South Africa
4.2.5.2 Others
5. Competitive Landscape
5.1 Major Strategies Adopted by Key Players
5.2 Most Active Companies in the Past Five Years
5.3 Market Share Analysis
6. Company Profiles
6.1 The Coca-Cola Company
6.2 Pepsi Co. Inc
6.3 Monster Beverage Corp
6.4 Cott Corporation
6.5 Dohler Group
6.6 Kraft Foods
6.7 Dr. Pepper Snapple Group
6.8 Royal Cosun
6.9 David Berryman Limited
6.10 Big Red Inc
6.11 Royal Crown Cola Company, Inc
6.12 Nestle SA

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