Global Non-Alcoholic Beverages Market Research Report- Forecast to 2023

Description:

Global Non-Alcoholic Beverages Market Information-by Type (Probiotic Drinks, Alcohol-Free Drinks, Energy Drinks, RTD, Juice, Herbal & Fruit Teas, Fortified water, Dairy & Non-Dairy Beverages and others), Packaging (Bottle, Tetra Pack, Sachet, Tin Can and others), Distribution Channel (Store-Based and Non-Store Based) and Region - Forecast to 2023

Market Scenario:

Globally, the market for non-alcoholic beverages has been increasing due to urbanization and changing consumption patterns, increasing consumers opting for healthy lifestyle and rising number of vegan consumers. 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.

With the growing consumer awareness & their increasing interest in healthy lifestyle, healthy Non-alcoholic beverages demand has increased. Changing lifestyle and growing demand for convenience food & beverages is anticipated to drive the non-alcoholic beverages market. Furthermore, growing health awareness and various weight loss diet trends will fuel the sales of herbal & fruit tea. These factors will support the growth of non-alcoholic beverages market during the forecast period 2017-2023.

Key Players:
The key players profiled in the Non-Alcoholic Beverages market are as PepsiCo (U.S.), Fuze Beverage (U.S.), Coca-Cola (U.S.), Nestlé (Switzerland), Nestlé (Switzerland), Kraft Foods (U.S.), Kraft Foods (U.S.), Campbell Soup Company (U.S.), Ocean Spray (U.S.), Ocean Spray (U.S.)

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 requirements

Intended Audience:

- Non-Alcoholic Beverages manufacturers
Key Findings:
- Changing consumption pattern & urbanization has spurred the growth of non-alcoholic beverages market
- The market growth in Europe region is high compared to North America

Segments
Non-Alcoholic Beverages market has been segmented on the basis of type, and is segmented into Probiotic Drinks, Alcohol-Free Drinks, Energy Drinks, RTD, Juice, Herbal & Fruit Teas, Fortified water, Dairy & Non-Dairy Beverages and others. Juice dominates the market, but however due to rising health awareness, probiotic drinks is projected to grow at a highest CAGR.
- On the basis of packaging, market is segmented into Bottle, Tetra Pack, Sachet, Tin Can, and others. Bottle dominates the market, however tetra pack will be highest growing segments due to growing awareness about various health benefits of coconut milk.
- On the basis of distribution channel, market is segmented into store based and non-store based.

Regional Analysis:
The global Non-Alcoholic Beverages market is segmented into North America, Europe, Asia Pacific, and Rest of the World (RoW). Among this European region has major market share followed by North America and APAC. Changing consumption pattern, rising pubbing culture, weight loss diet trend and rising disposable income in Asia Pacific region are anticipated to drive the demand for Non-Alcoholic Beverages in that particular region. Furthermore rising working class population and growing demand for on-the-go products especially in China and India will be the crucial factor underlining the market growth.

The Non-Alcoholic Beverages market is segmented under the following regions mentioned below:

North America
- US
- Canada
- Europe

Europe
- Germany
- France
- Italy
- Spain
- UK
- Rest of Europe

Asia-Pacific
- China
- India
- Australia
- Singapore
- Rest of Asia Pacific

Rest of the world
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others
historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions

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