

# MARKET NEWSLETTER

## *Soft Drinks*

OCT 2023



### YOUR MARKETS IN FIGURES

Find out about the health of your markets in figures and estimated projections.

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### LAUNCHES IN MORE DETAIL

Find the detail of the launches of soft drinks in Europe.

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### THE FLAVORS OF THE MARKET

What are the top flavors per type of soft drinks in Europe in SI?

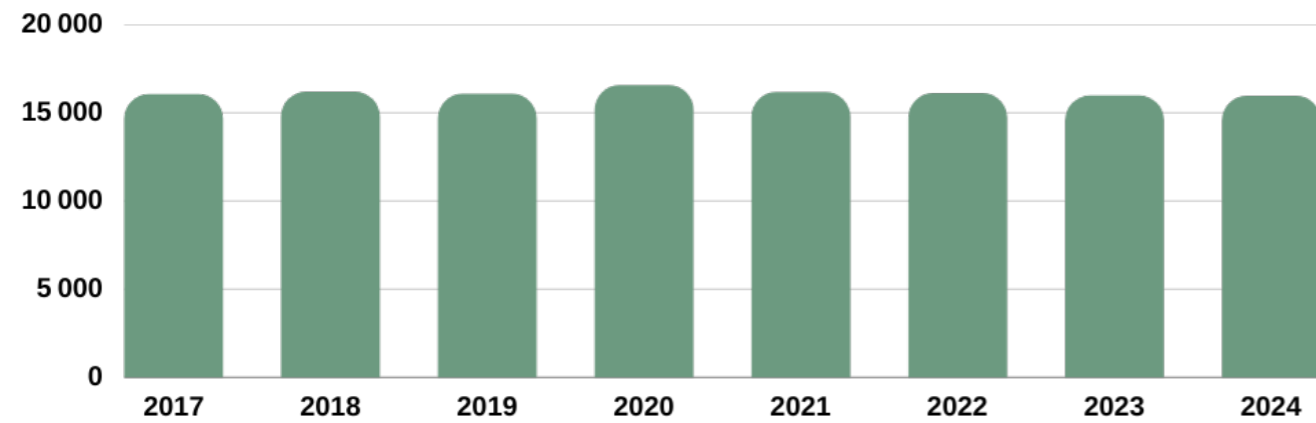
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# YOUR MARKETS IN FIGURES

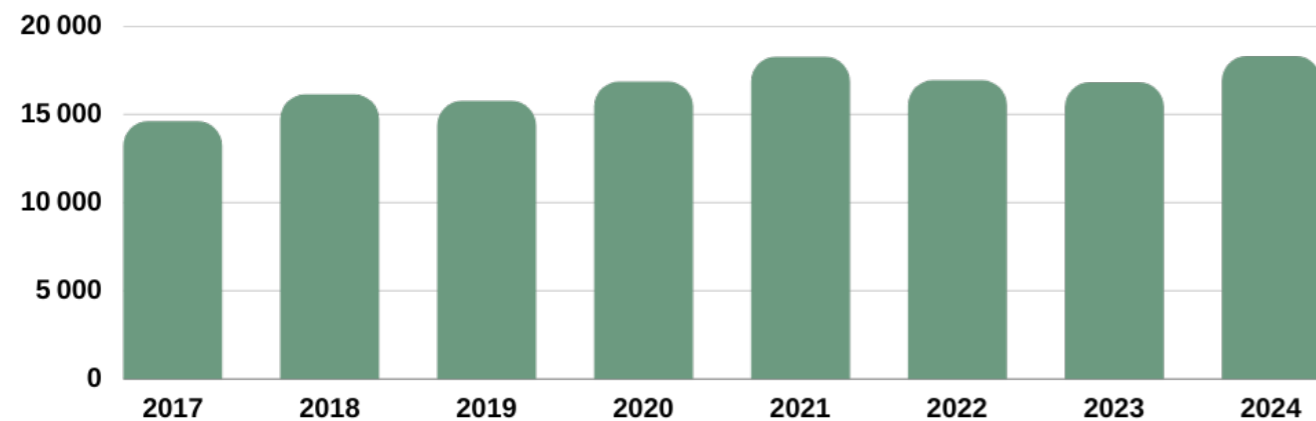
Retail markets by volume (in millions of liters)

	2017	2018	2019	2020	2021	2022	2023	2024
France	2150	2 050	1 992	1 928	1 954	1 935	1 923	1 893
Germany	6 968	7 207	7 142	7 235	6 850	6 837	6 812	6 789
Europe*	16 027	16 156	16 047	16 538	16 148	16 089	15 938	15 927
World**	92 766	91 710	91 526	94 597	95 001	92 637	93 188	92 900



Retail markets by volume (in millions of \$US)

	2017	2018	2019	2020	2021	2022	2023	2024
France	2 425	2 495	2 450	2 543	2 753	2 527	2 467	2 600
Germany	4 840	5 455	5 282	5 642	5 892	5 387	5 289	5 624
Europe*	14 589	16 099	15 733	16 822	18 236	16 901	16 795	18 280
World**	94 098	95 781	96 791	98 740	105 896	105 886	107 744	113 117



\*Europe is statistically analyzed over 5 countries of reference (France, Germany, UK, Italy, Spain)

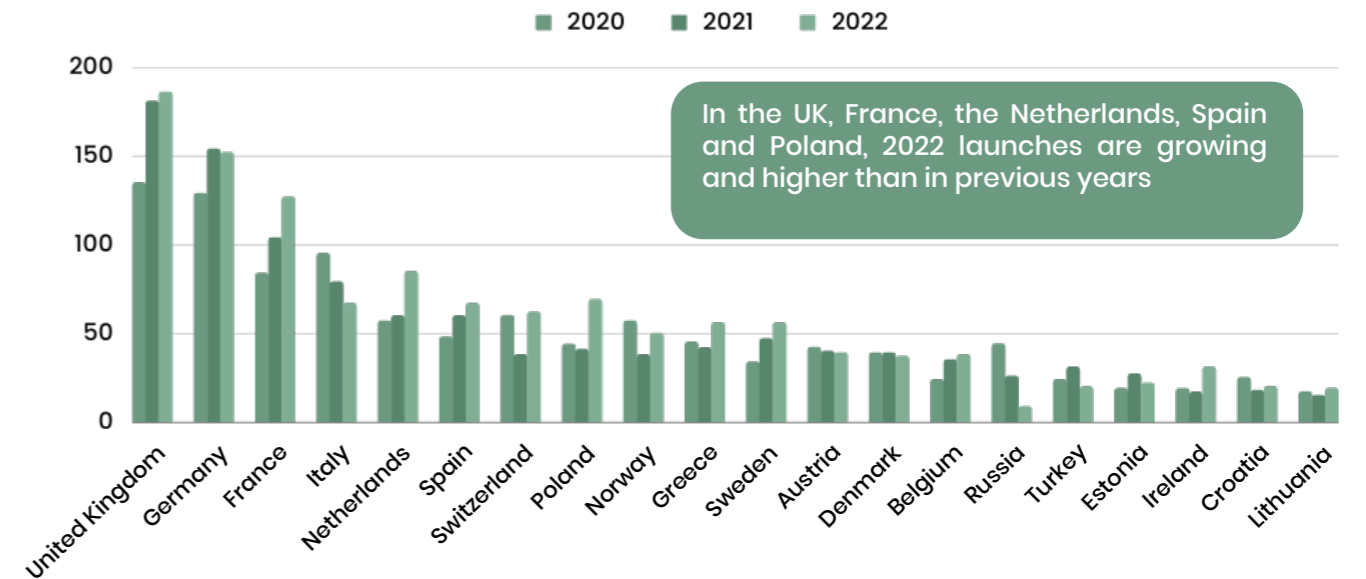
\*\* the World is statistically analyzed for 16 countries of reference in 5 continents (list of countries on request from request to [marketing@metarom.fr](mailto:marketing@metarom.fr))

Source : Mintel Market Size 2023. Depending on the country and the year, some data are forecasts

# LAUNCHES IN MORE DETAIL

The launches of soft drinks\* in Europe between 2020 and 2022

Dynamics per country (3 719 products launched)

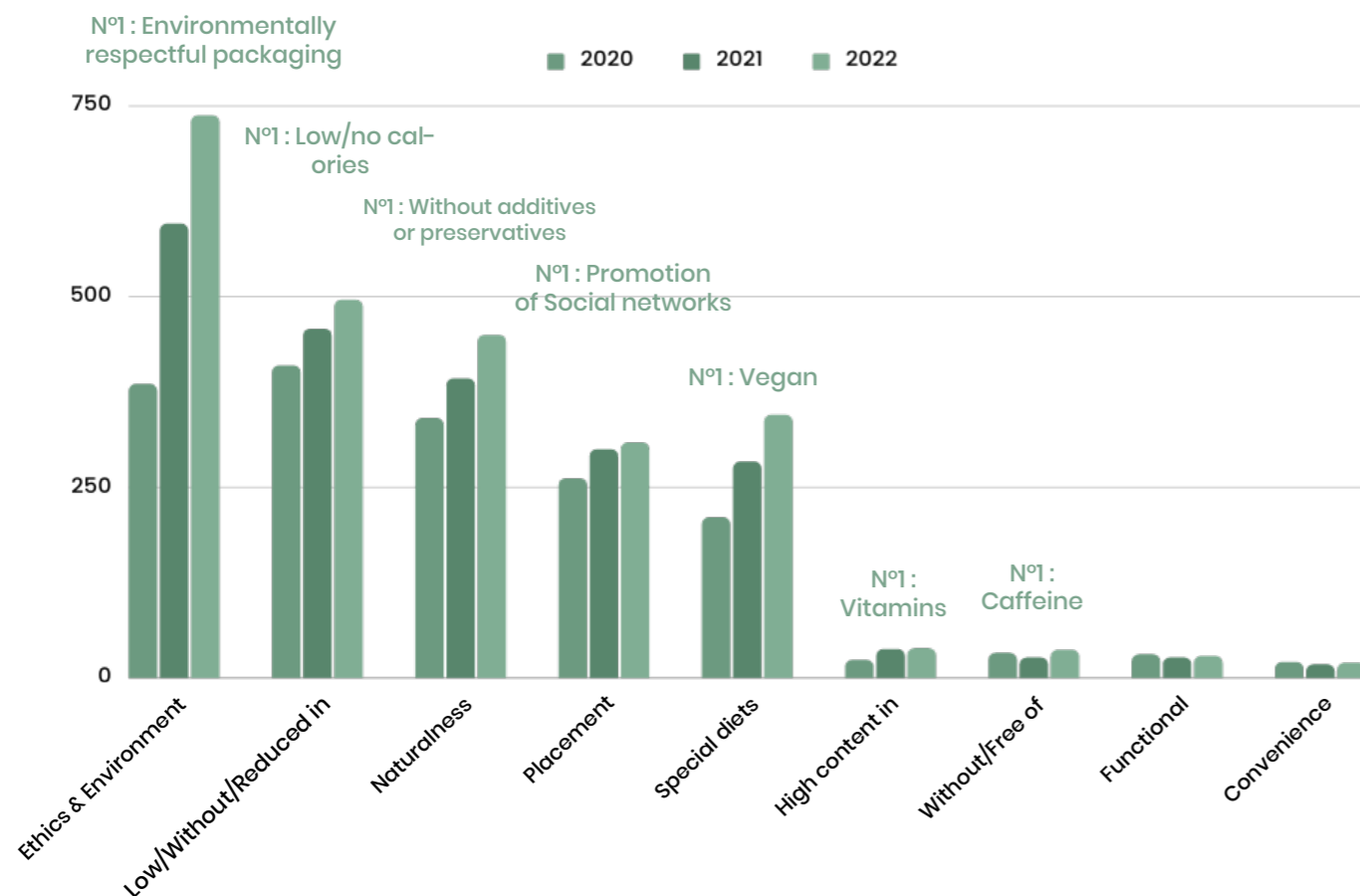


\*The soft drinks category includes carbonated non-alcoholic beverages



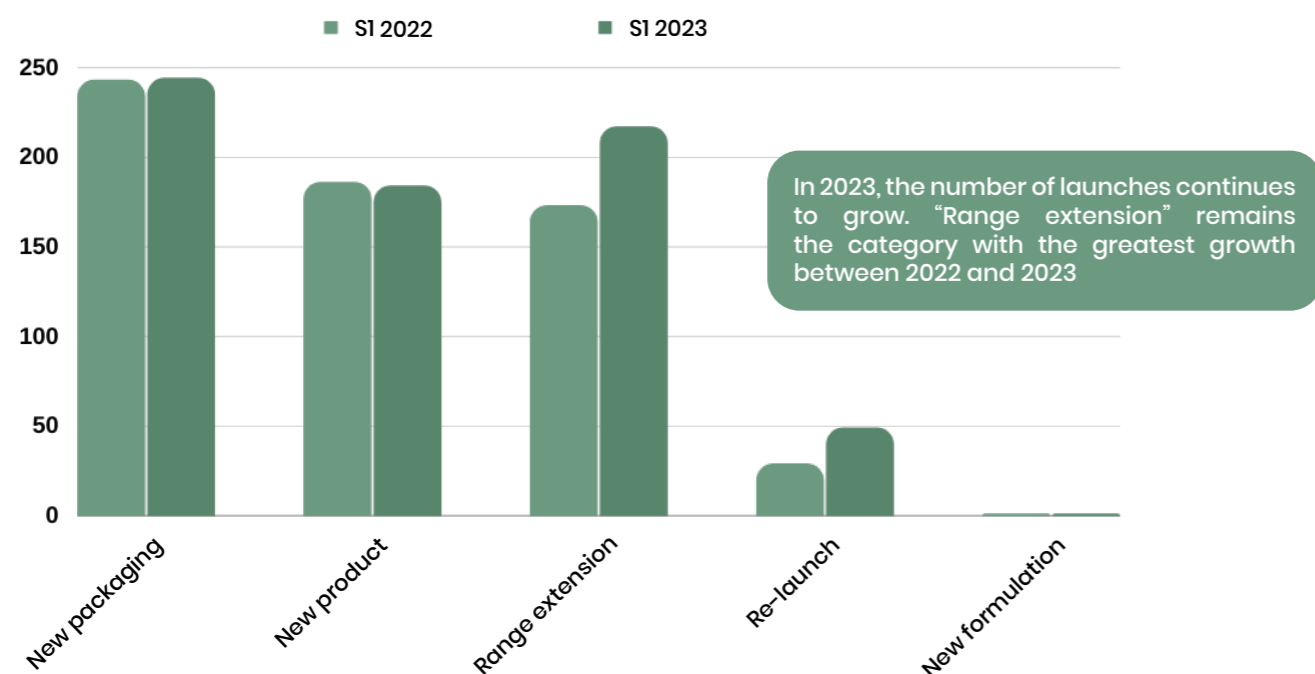
### The evolution of marketing claims in soft drink launches in Europe

Dynamics by claim category (3719 products launched)



### Types of soft drinks launches in S1 2022 vs 2023

(Europe - 2 155 products launched)



# THE FLAVORS OF THE MARKET

## Top 5 of flavors of soft drinks launched in Europe

(between January 2021 and June 2023)

### TOP 5

#### CARBONATED ALCOHOL FREE SOFT DRINKS

1. Cola
2. Lemon
3. Tonic
4. Orange
5. Lemonade

#### COLAS FOCUS

1. Lemon
2. Orange
3. Apple
4. Lime
5. Mango

## The evolution of tastes and consumer expectations

Non-alcoholic soft drinks play an important role in consumer habits. Consumers are increasingly looking for alcohol-free options that meet their preferences.

One of the major trends is focused on health and well-being. Herbal drinks and infusions are gaining in popularity thanks to their hydrating properties and health benefits.

Beverage brands are looking for flavor innovations to meet consumer demand. So they opt for bold, creative flavors. Beverages with citrus fruits, flavorsome herbs, exotic fruit combinations or spices are taking a leading role in the market.



**Company :** Fruzzion, Belgium  
**Brand:** Drink a Flower  
 August 2023 – Belgium

A sparkling infusion of thyme flowers, honey and detoxifying turmeric



**Company :** Candy Can  
**Brand:** Candy Can  
 May 2022 – Netherlands

Carbonated soft drink "Birthday cake" flavor (Raspberry), sugar-free

# Had you identified them?



**Company :** Intake, South Korea  
**Brand:** Intake Sugarlolo  
 May 2023 - South Korea  
 Sugar-free, caffeine-free clear cola



**Company :** Mingle Beverage Compagny, USA  
**Brand:** Mingle  
 July 2023 - USA  
 Cranberry & Cosmopolitan Mocktails



**Company :** Suntory Foods, Japan  
**Brand:** Suntory Chilling  
**Date:** July 2023  
 Drink flavor : Lemon & Grapefruit



**Company :** Happy Soda, UK  
**Brand:** Happy Smiley  
 July 2023 -UK  
 Dandelion & Burdock flavor drink

## Healthier drinks



**Company :** Olipop, USA  
**Brand:** Olipop  
 April 2023 - USA  
 Plum, prune, cherry and vanilla-flavored soda, with herbs and probiotics



**Company :** Dole Foods, Canada  
**Brand:** The Secret Nature of Fruit  
 July 2023 - Canada  
 Tropical & Passion Fruit flavored soda, with probiotics



**Company :** Indi Essences, Spain  
**Brand:** Indi & Co  
**Date:** July 2023 - Spain  
 Strawberry & Tonic taste Drink, low in calories

## The infusions



**Company :** Sibil, Italy  
**Brand:** Lurisia  
 August 2023 - Romania  
 Carbonated soft drink infused with Chinotto and flavored with lemon



**Company :** Sanpellegrino, Italy  
**Brand:** Sanpellegrino Momenti  
 August 2023 - France  
 Peach-flavored soft drink infused with white tea



**Company :** Goodrays, UK  
**Brand:** Goodrays  
 September 2023 -UK  
 CBD-infused soft drink, elderflower and yuzu flavored

# Our flavoring solutions



**Flavored drink baobab**



**Poppy flavored drink**



**Flavored drink citrus fruit tonic and guava**



**Citron and strawberry flavored drink**

# The references

Flavors	References
Baobab (NF)	PE 17 650
Poppy (NF)	FAB 23 03 09 A
Citrus fruit Tonic (NF)	PE 17 113
Guava (NF)	PE 17 442
Citron (NXF)	PE 16 344
Strawberry (NXF)	PE 17 262



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