



Euromonitor  
International

# Carbonates in the US

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Recovery opportunities appear in carbonates

### INDUSTRY PERFORMANCE

Energy drinks presents a strong substitution option

Newer brands differentiate through wellness and product attributes

### WHAT'S NEXT?

Investment is required to maintain the strength of carbonates within soft drinks

AI is a transformative force in carbonates

MAHA initiative to consolidate impact on carbonates in the forecast period

### COMPETITIVE LANDSCAPE

The Coca-Cola Co leads as the competitive landscape develops and intensifies

Poppi and Olipop ride the functional wave

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Supermarkets retains leadership of distribution

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## Soft Drinks in the US - Industry Overview

### EXECUTIVE SUMMARY

Premiumisation and caution visible in soft drinks in the US

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Functional beverages witness rapid transformation

Affordability remains a key concern

Slower but significant new product development

## WHAT'S NEXT?

Value sales to outpace volume sales in growth terms amid a focus on wellness trends

Players to invest in innovation and marketing to gain a competitive edge

Climatic imprint on soft drinks

## COMPETITIVE LANDSCAPE

The leading player innovates and premiumises its offer to stay ahead

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