



Euromonitor  
International

# Competitor Strategies in Soft Drinks

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## INTRODUCTION

Key findings

## STATE OF PLAY

Top five brand owners account for over a third of global retail sales value in soft drinks

Leading brand owners move beyond the core, to dairy, alcohol and sports nutrition

A revival of M&A activity in 2025, led by PepsiCo's purchase of Poppi

Striking a balance between developed market pricing and emerging market volume

Varun and PepsiCo's Sting Energy demonstrates the disruptive potential of affordability

Brands beyond the core: Growth in functional drinks, adult non-alc and powder mixes

Rising fragmentation from premium functional brands and value alternatives

Rebranding of Pepsi trademark reflects centrality of zero sugar to the CSD category

## STRATEGY IN 2025

Framing soft drinks strategy challenges in 2025

Respond: Acting with agility in a volatile trade and consumer climate

Respond: Real but manageable impact of trade disruption on soft drinks input costs

Respond: Changes to food assistance programmes in the US pose further challenges

Recruit: Where will the next billion soft drinks consumers come from?

Recruit: Balancing affordability and profitability in markets of the future

Recruit: New consumers in fragmented but increasingly online grocery and foodservice

Renew: Reigniting growth and redefining value through functionality and BFY innovation

Renew: "Modern soda" and the rise of prebiotic soda as the new growth model?

Renew: Expanding the role of beverages through function and culture

## APPENDIX

Projected company sales: FAQs

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