



**Euromonitor  
International**

# Top Five Trends in Soft Drinks

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Our expert's view of soft drinks in 2026

Key findings

## INTRODUCTION

Developing markets fuel volume, while functional demand drives value creation

Top five trends in soft drinks

Top five trends uncovered

## BEVERAGE AGRICULTURAL VOLATILITY

Adapting to a unique era of volatility in the beverage agricultural supply chain

Suntory Craft Boss Sekai no Tea (Japan): Branching beyond coffee as prices spike

Tropicana Essentials (US): Targeted reformulation for changing juice consumption

Navigating beverage agricultural volatility

## AFFORDABILITY RESET

A new value equation in developing markets, where local value brands gain share

Goods and Services Tax cut on still drinks (India): Keeping categories in reach

Eastroc Hydrating Water (China): The affordable and functional sweet spot

Navigating the affordability reset

## THE NEXT FUNCTIONAL FRONTIER

Mood, focus and relaxation emerge as billion-dollar growth platforms

BECHILL and Chill Out (Japan): RTD relaxation through sauna culture and GABA

Trip (UK) and Recess (US): The race to become RTD relaxation category leader?

Navigating the next functional frontier

## FORMAT FLUIDITY

Format fluidity shifts growth beyond the bottle

Mio (US): Packaging redesign to emphasise wellness and functional credentials

Luckin Coffee (China): Portable concentrate format re-ignites growth

Navigating format fluidity

## ALGORITHMIC RETAIL PRESSURE

Algorithmic retail is reshaping beverage risk and reward

"Sprite + Tea" among the latest examples of social-powered soft drinks innovation

Mogu Mogu (UK): Leveraging K-Pop cultural power to boost Korean beverages

Navigating algorithmic retail pressure

## CONCLUSION

Future implications

Opportunities for growth

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