



Euromonitor
International

Concentrates in the US

December 2025

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Concentrates in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates adds dynamic development to economic advantage to post strong growth

INDUSTRY PERFORMANCE

Concentrates retains importance through wellness, convenience and cost aspects

Company activity to meet changing industry and consumer trends boosts powder concentrates

WHAT'S NEXT?

Greater variety to characterise concentrates

Reformulations to provide functionality without compromising on taste

GLP-1 to influence new product development and marketing

COMPETITIVE LANDSCAPE

Kraft Heinz remains a highly competitive leader in off-trade RTD volume terms

Unilever accelerates innovation to satisfy evolving consumer demands

CHANNELS

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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

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