



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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-soft-drinks/report.