



# Product Innovation in Soft Drinks

April 2024

Table of Contents

## INTRODUCTION

Product innovation in soft drinks

Passport Innovation: What's covered?

Key findings

Soft drinks innovation overview by country

Soft drinks innovation overview by category

Soft drinks innovation overview by retailer

Leading supplier profiles: Coca-Cola Creations boosts ROI, while Pepsi explores co-branding

Top three innovation trends in soft drinks

## DIVERSIFYING ENERGY-BOOSTING DRINKS: NEW FLAVOURS AND CLEANER LABELS

Soft drinks innovation trend #1: Diversifying energy-boosting drinks

Diversifying energy drinks through performance positioning and cleaner caffeine

Innovation examples: New lines of category segmentation within energy drinks

Brand extension profile: Celsius maintains growth surge through flavour innovation

## NEW FUNCTIONAL NEED STATES: BOTANICALS AND PLANT-BASED INGREDIENTS

Soft drinks innovation trend #2: New functional need states

Natural, functional alternatives to alcohol, to promote relaxation or sleep

Innovation examples: Non-alcohol (NA) mixers, apéritifs and botanical ingredients

Retailer profile: An expanding premium, functional portfolio at Thrive Market

## PACKAGE AND FORMAT: POWDER MIXES IN HYDRATION AND SPORTS NUTRITION

Soft drinks innovation trend #3: Package and format expansion

Soluble, functional mixes offer convenience for both suppliers and consumers

Innovation examples: Electrolyte powders with added benefits and smoothie powder

Brand innovation profile: Rapid expansion of Liquid I.V. after Unilever acquisition

## CONCLUSION

Recommendations

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/product-innovation-in-soft-drinks/report](http://www.euromonitor.com/product-innovation-in-soft-drinks/report).