



KeyValue

ASSET MANAGEMENT

MACRO RESEARCH

FOOD & BEVERAGES
SECTOR ANALYSIS

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keyvalueam.com

Definition: The Non-Alcoholic Drinks segment encompasses all beverages without alcohol, also known as liquid refreshment beverages (LRB). Excluded from this segment are hot drinks, powdered drink mixes, and syrups.

Segmentation: The market is divided into four primary segments:

- **Bottled Water:** Includes both carbonated and non-carbonated water sold in bottles or via water dispensers.
- **Soft Drinks:** Encompasses water-based non-alcoholic drinks, further divided into: carbonated Soft Drinks, Non-Carbonated Soft Drinks, Energy & Sports Drinks
- **Juices:** Comprises all types of bottled fruit and vegetable juices with 100% juice content, subdivided into: Orange Juice, Apple Juice, Grapefruit Juice, Pineapple Juice, Grape Juice, Other Juice, Juice Mixtures & Smoothies
- **Ready-to-Drink (RTD) Coffee & Tea:** Includes packaged coffee and tea beverages ready for consumption, split into RTD Coffee and RTD Tea.

Key Producers: The leading global producers of non-alcoholic drinks by revenue are: *The Coca-Cola Company, PepsiCo, Nestlé Waters, Danon, Red Bull*. Other significant regional and local companies include *Suntory, BritVic, Kirin, Asahi*, and bottling partners like *Coca-Cola European Partners (CCEP)* and *FEMSA*.

Market Structure: The market is structured into two main sales channels:

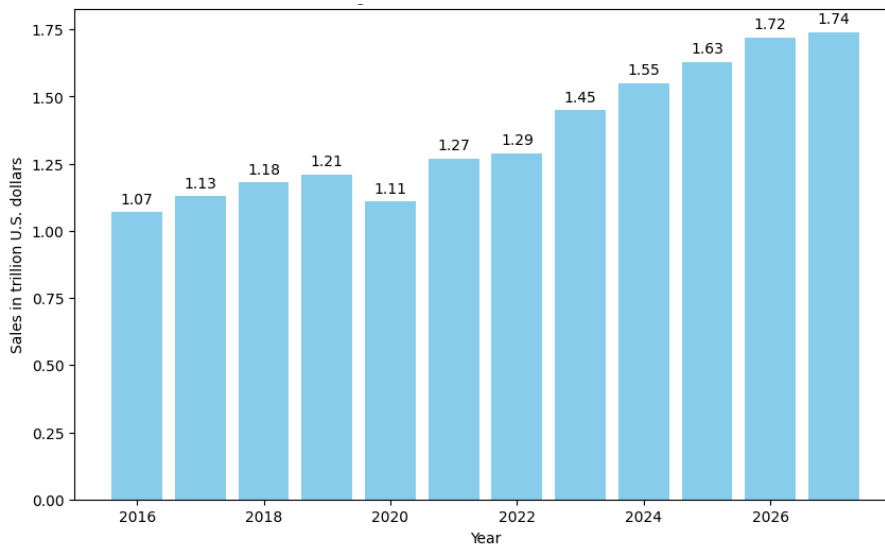
- **At-Home (Off-Trade) Market:** Retail sales through supermarkets, hypermarkets, convenience stores, etc.
- **Out-of-Home (On-Trade) Market:** Sales to hotels, restaurants, catering, cafés, bars, and similar hospitality establishments.

Both markets are valued at retail selling prices, including all sales and consumption taxes. This retail-based valuation of the out-of-home segment marks a significant change from previous market definitions, where it was valued at wholesale prices, making current market totals non-comparable to past data. The price per unit references liters as the base unit for both consumption settings.

The follow graphs provide a comprehensive overview of the non-alcoholic drinks market, covering market value, revenue growth, segment-specific data, international trade, and consumption patterns.

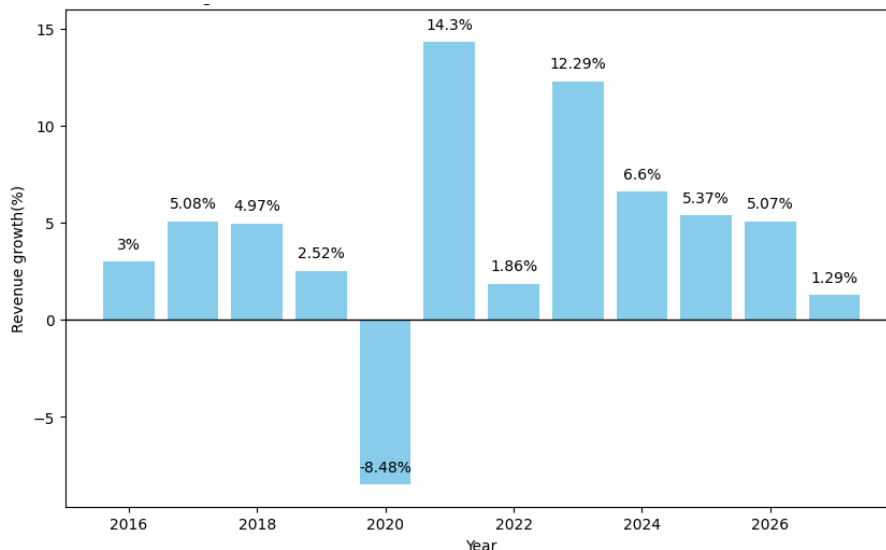
Non-alcoholic beverages worldwide: **Market overview**

Worldwide non-alcoholic beverage market revenue from 2016 to 2027 (in trillion USD)



From 2016 to 2019, we saw a steady increase in values, starting from 1.07 trillion and climbing up to 1.21 trillion dollars. But then, in 2020, there was a slight dip, dropping down to 1.11 trillion dollars, probably due to economic factors. Then, from 2021 to 2023, there was a strong comeback and growth, hitting 1.45 trillion dollars. That bounce-back really shows some market resilience, which is cool to see. Finally, from 2024 to 2027, the upward trend continued, reaching 1.74 trillion dollars by 2027. Looks like we're in for some steady growth ahead!

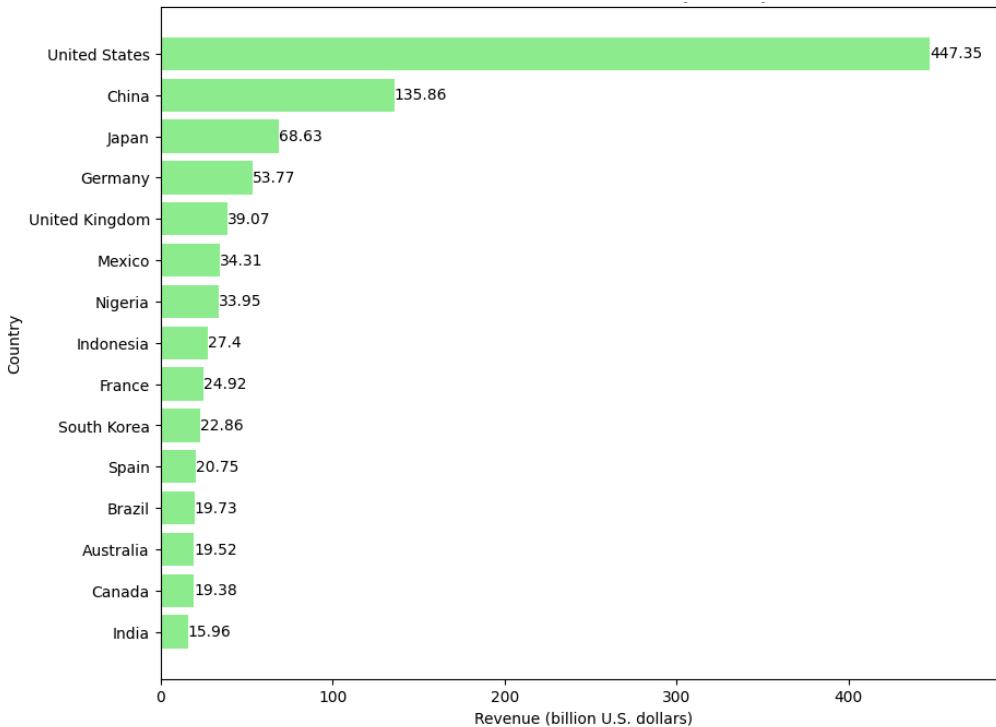
Revenue growth of the non-alcoholic drinks market worldwide (from 2016 to 2027)



In 2016, there was a modest growth of 3%, followed by a significant increase of 5.08% in 2017 and a further rise of 4.97% in 2018. However, in 2020, there was a sharp decline of -8.48%, possibly due to economic factors or market events. In 2021, a notable positive peak of 14.3% was observed, indicating a rapid recovery. In the subsequent years, the percentage variation showed a generally positive trend, with modest increases in 2024 (6.6%), 2025 (5.37%), 2026 (5.07%), and 2027 (1.29%). These data reflect the fluctuations and trends in the beverage market over the analyzed period, highlighting both challenges and opportunities for industry stakeholders.

Non-alcoholic beverages worldwide: Market overview

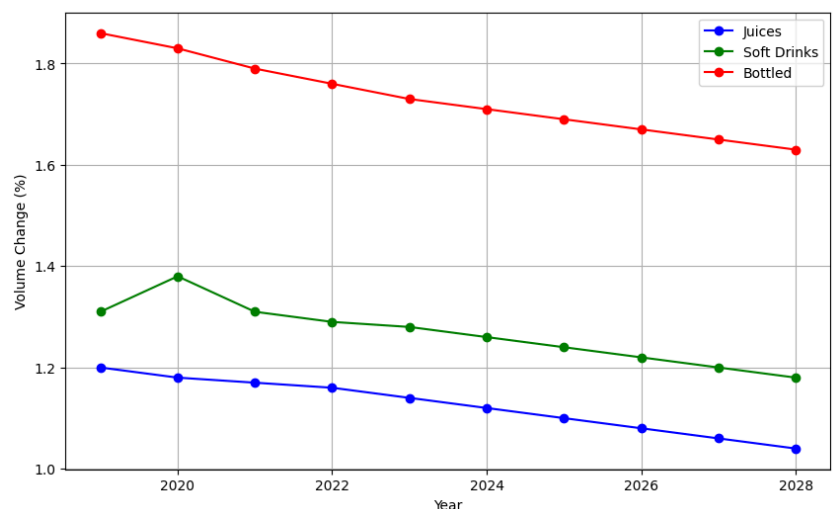
Revenue of the non-alcoholic drinks market worldwide by country in 2022 (billion USD)



The graph depicts the revenue in billion U.S. dollars for each country in the beverage sector. The United States leads the market with a revenue of 447.35 billion U.S. dollars, followed by China with 135.86 billion U.S. dollars and Japan with 68.63 billion U.S. dollars. It's noteworthy that the top three countries represent a significant portion of the total revenue, indicating their pivotal role in the global beverage market. The other countries in the list contribute to the total revenue to a lesser extent, but they still play a significant role in the global beverage landscape. These data reflect the complexity and diversity of the beverage market, with significant variations in consumption and production levels among different countries.

Non-alcoholic beverage market volume growth worldwide from 2019 to 2028, by segment

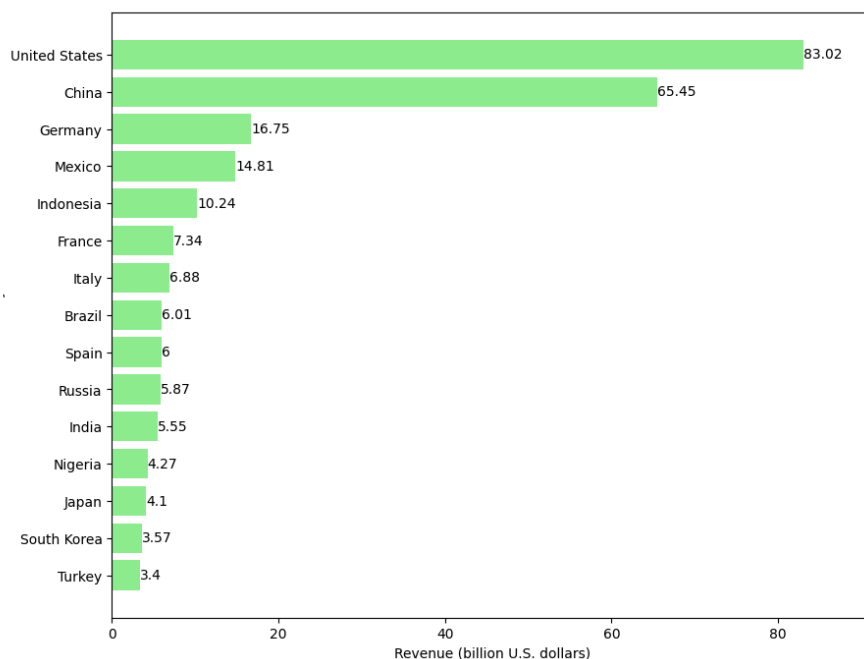
The graph displays the percentage changes in sales volume for fruit juices, soft drinks, and bottled beverages from 2019 to 2028. Overall, there's a downward trend in sales volume percentages over the period. Fluctuations are observed, indicating varying rates of decline, possibly influenced by factors like consumer preferences and industry innovations.



Non-alcoholic beverages worldwide: Revenues

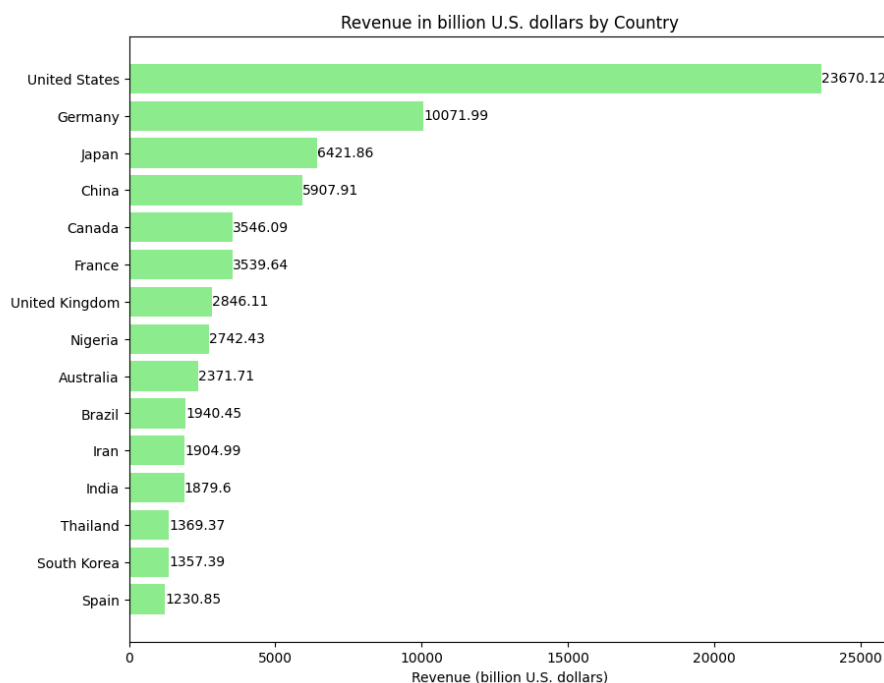
Revenue of the bottled water market worldwide by country in 2022 (in billion USD)

The United States leads the ranking with a revenue of 83.02 billion U.S. dollars, followed by China with 65.45 billion U.S. dollars and Germany with 16.75 billion U.S. dollars. There is a significant distribution of revenue among the represented countries, with some contributing substantially while others have a smaller share. This distribution reflects the pivotal role of major markets like the United States and China, along with varying economic sizes and market trends across the represented countries.



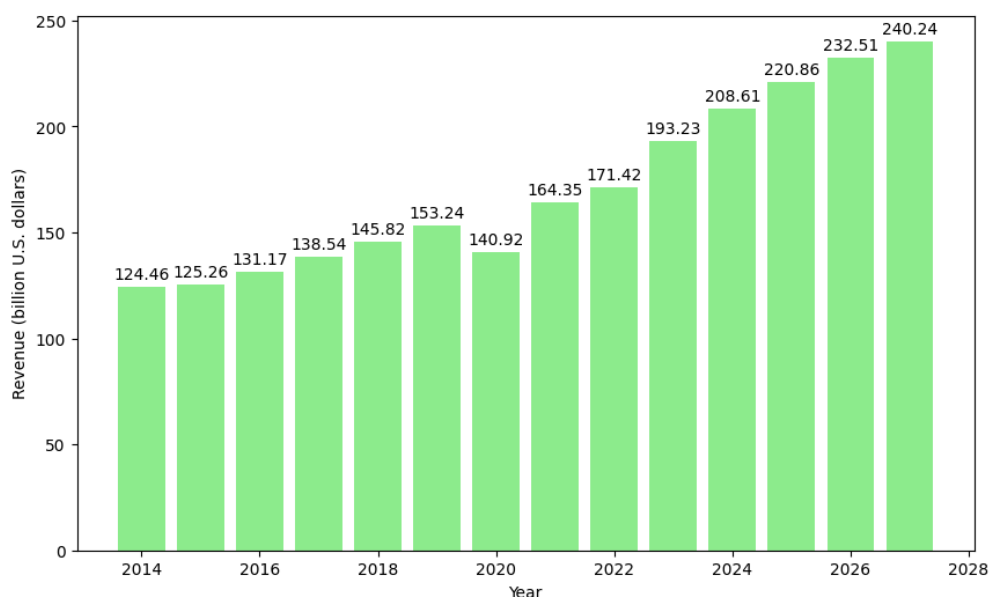
Revenue of the juices market worldwide by country in 2022 (in million USD)

The horizontal bar chart depicts the revenue of the juices market worldwide by country in 2022, measured in million USD. The United States leads the revenue generation, followed by Germany and Japan. Revenue gradually decreases across the chart, with Spain having the lowest revenue among the listed countries. This trend reflects the diverse market sizes and consumer preferences for juices globally, suggesting potential opportunities for market expansion or targeted marketing strategies in regions with lower revenues.



Non-alcoholic beverages worldwide: Revenues

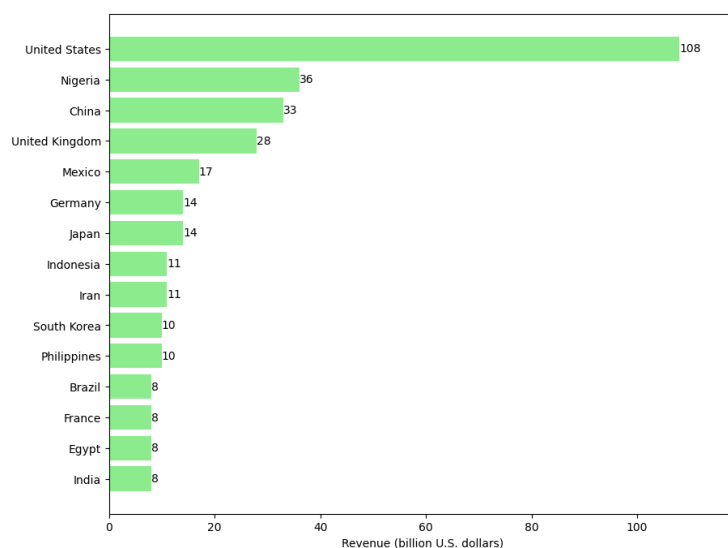
Revenue of the energy & sports drinks industry Worldwide 2014-2027 (in billion USD)



The bar chart illustrates the revenue of the worldwide energy and sports drinks industry from 2014 to 2027, measured in billion U.S. dollars. There is an overall upward trend in revenue over the years, with some seasonal or yearly fluctuations. Throughout the period, revenue steadily increases, reaching its peak around 2025, and continues to grow until 2027. This suggests a consistent expansion of the global energy and sports drinks industry, likely influenced by factors such as product innovation, increasing consumer awareness, and market diversification.

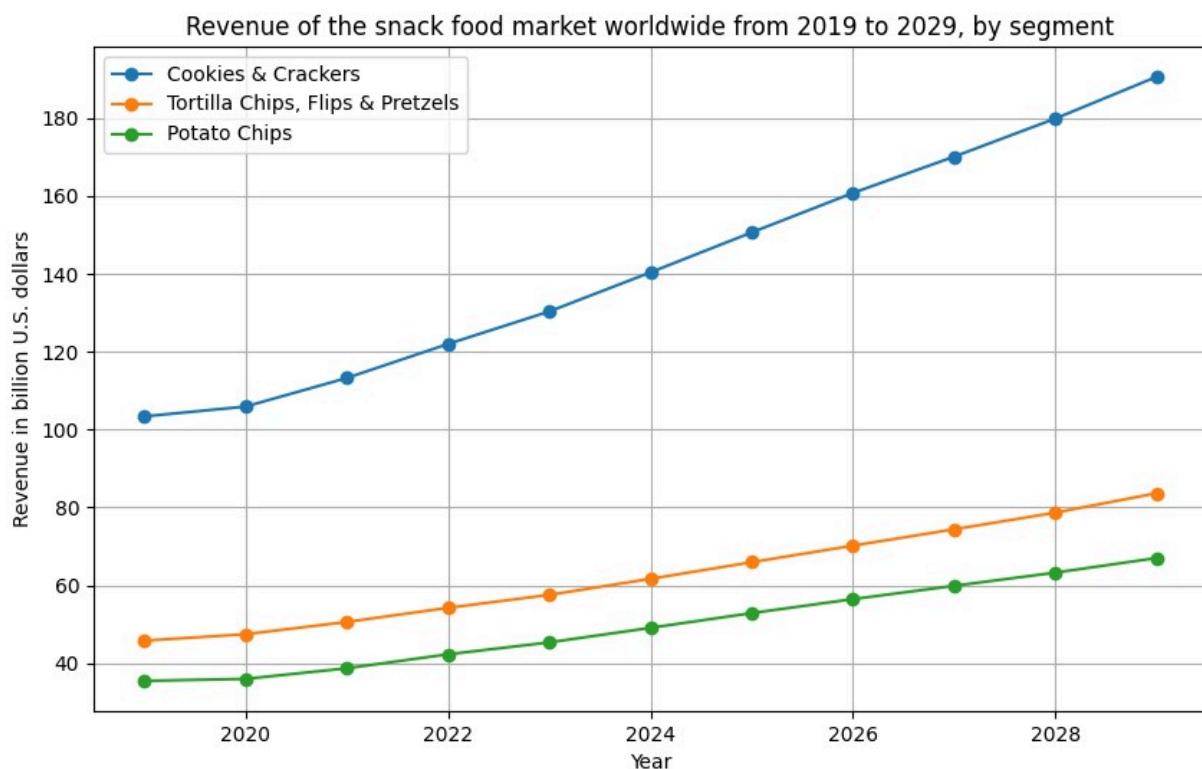
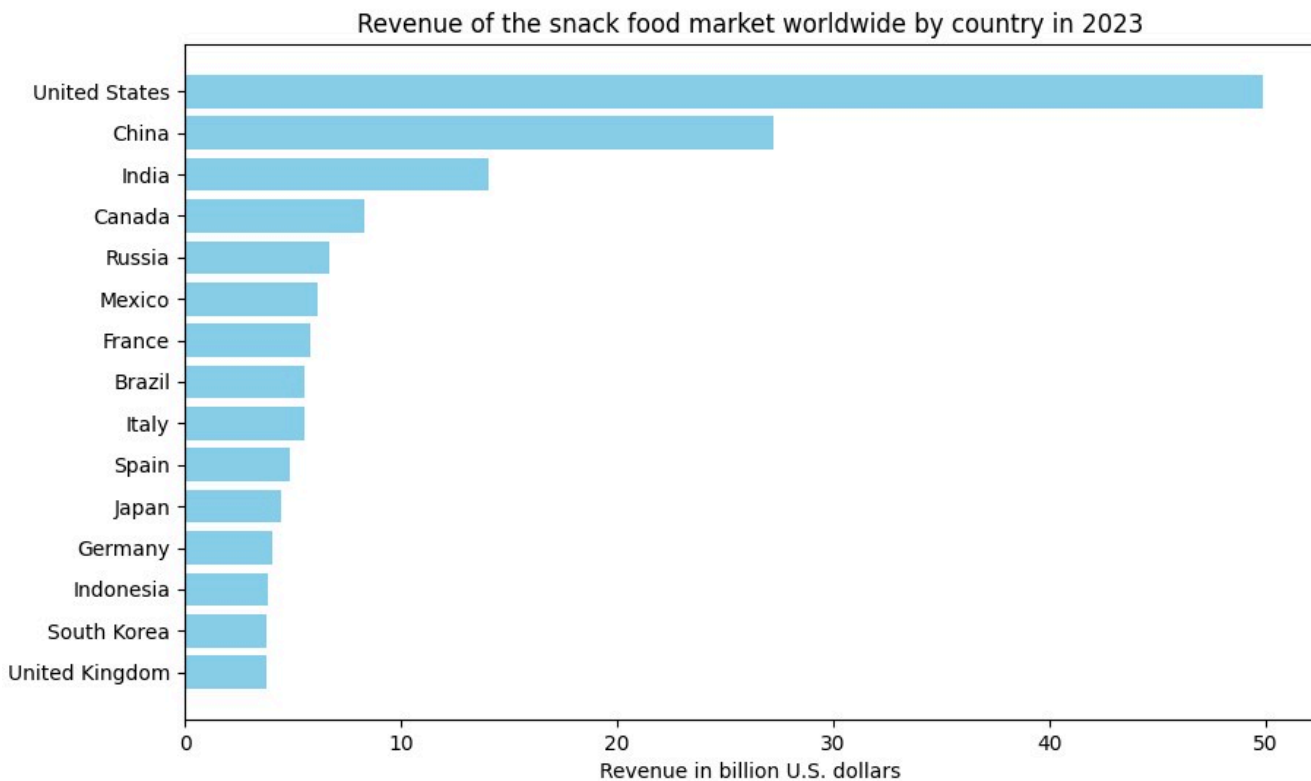
Revenue of the soft drinks market worldwide by country in 2023 (in million U.S.D)

A wide variation in revenue where with the United States topping the list followed by Nigeria, China, and the United Kingdom. While the United States generates significantly higher revenue compared to other countries, there is a decreasing distribution of revenue as one moves down the chart. This suggests disparity in the factors influencing economic success in the beverage sector among countries. Additionally, some exceptions are noted, such as countries with relatively low revenue despite their population or geographical location.



Snack foods in the U.S.

This graph showcases the revenue generated by the snack food market across different countries in 2023. The United States leads the global market with a substantial margin, generating 49.87 billion USD. China follows with 27.21 billion USD, and India comes in third with 14.06 billion USD. This highlights the dominance of the U.S. in the snack food industry, reflecting high consumer demand and a well-established market infrastructure. On the lower end, countries like Kenya show significantly smaller market sizes, emphasizing the disparity in snack food consumption and market penetration globally.



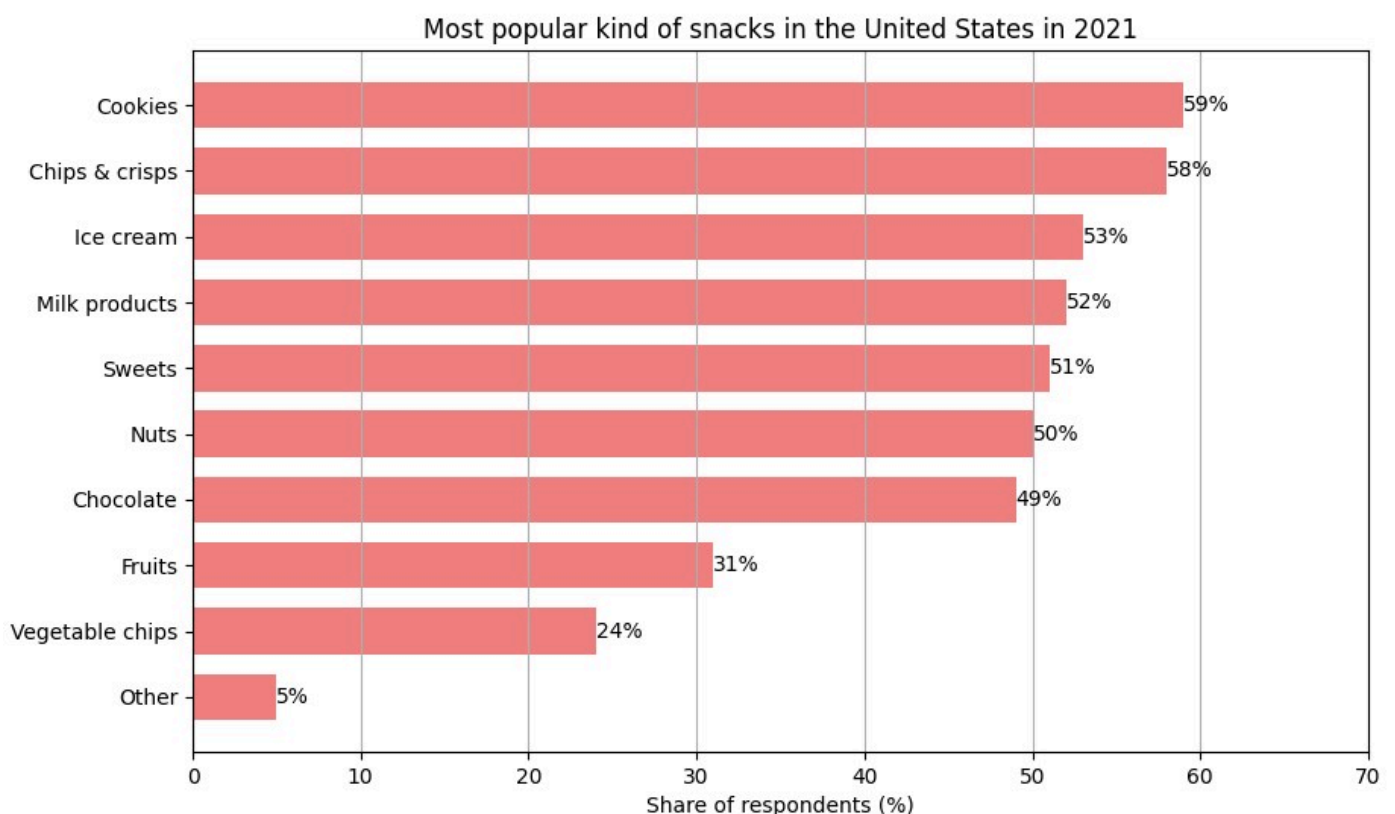
Snack foods in the U.S.

The **U.S. snack food market** has established itself as a **dominant force in the global food industry**, with revenues reaching an impressive 49.87 billion USD in 2023. This robust market continues to evolve, driven by diverse consumer preferences, innovative product offerings, and a strong emphasis on convenience. From traditional favorites, like potato chips and chocolate confectioneries, to emerging categories the U.S. snack food sector is characterized by its dynamic nature and substantial growth potential.

Recent data highlights the significant **revenue and volume growth across various snack segments**, underscoring the increasing demand for both indulgent and health-conscious snack options. The snack food landscape in the U.S. is marked by leading players such as Frito Lay and Kellogg's, who continue to drive market trends and consumer engagement through strategic product development and marketing initiatives.

In this section, we delve into the **key trends and insights from the latest market data**, exploring the factors contributing to the U.S. snack food market's dominance. We will examine the revenue leaders, segment-specific growth, consumer behavior patterns, and future projections, providing a comprehensive overview of this vibrant and ever-expanding industry.

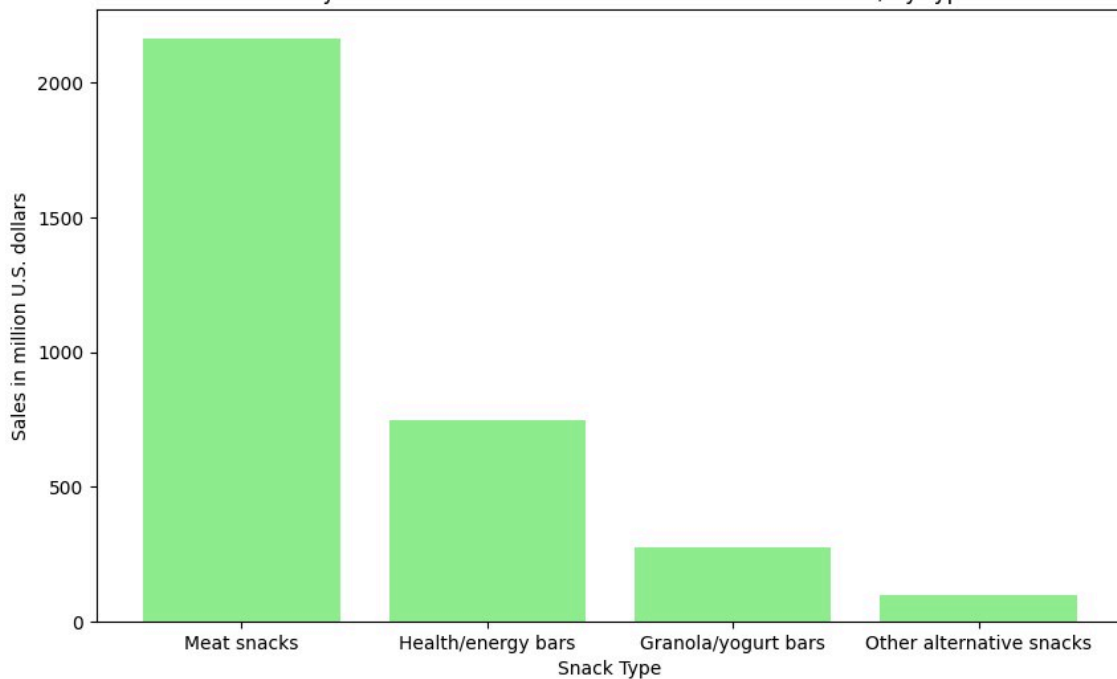
Starting from the most loved snacks in the US: the following horizontal bar chart illustrates the popularity of various snack types in the United States as of 2021, based on respondent preferences. Cookies emerge as the top choice, with 59% of respondents favoring them, closely followed by Chips & crisps at 58%.



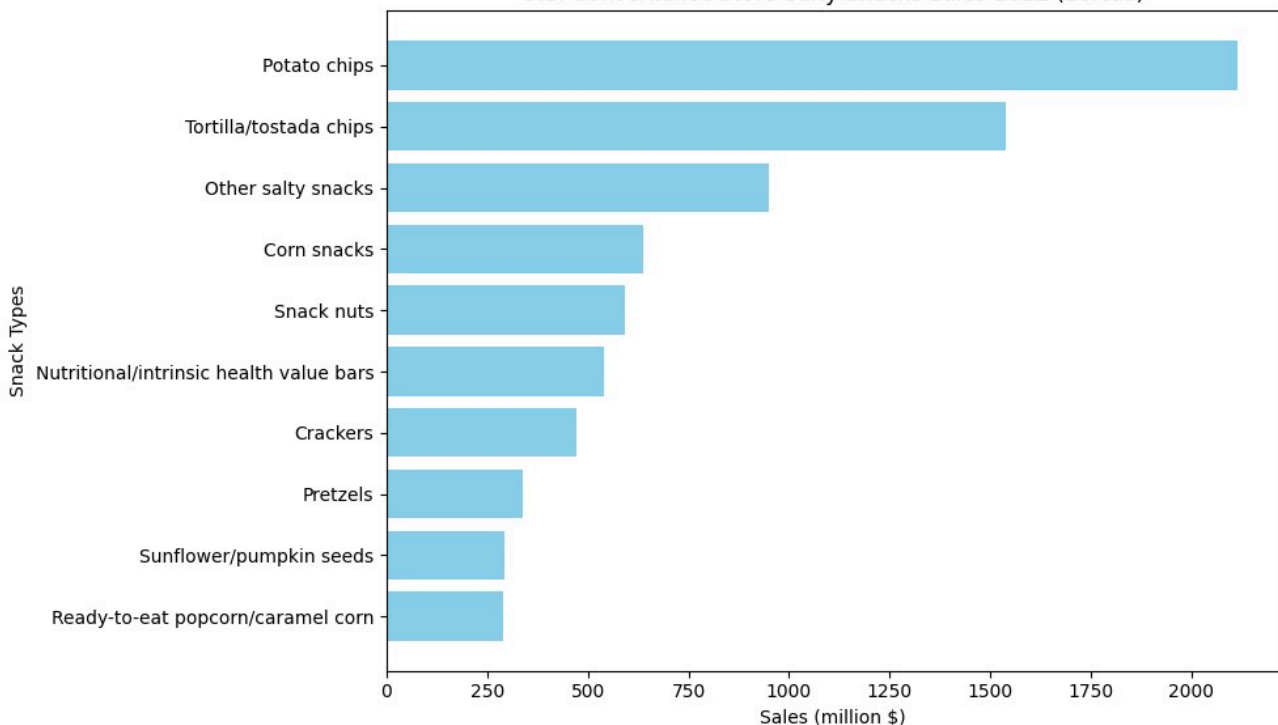
Snack foods in the U.S.

First graph details the sales of alternative snacks in U.S. convenience stores in 2022. Meat snacks dominate the category with sales of 2.16 billion USD, followed by health/energy bars at 750 million USD. The significant lead of meat snacks underscores their popularity and consumer preference for protein-rich, convenient snack options. The sales figures for granola/yogurt bars and other alternative snacks, though lower, still highlight a diverse market with various product offerings catering to different dietary preferences. The second graph shows the sales of salty snacks in U.S. convenience stores for 2022. Potato chips top the chart with sales of over 2.1 billion USD, followed by tortilla/tostada chips and other salty snacks. This data indicates that traditional snacks like potato chips remain highly favored among consumers. The substantial sales of a variety of salty snacks also point to the broad appeal and significant market share of these products in the convenience store sector.

Industry total sales of alternative snacks in the U.S. 2022, by type



U.S. Convenience Store Salty Snacks Sales 2022 (Sorted)



Snack foods worldwide: **Volumes Growth**

The Confectionery & Snacks segment encompasses high-sugar foods and versatile snacks, categorized into subsegments.

Segment Structure

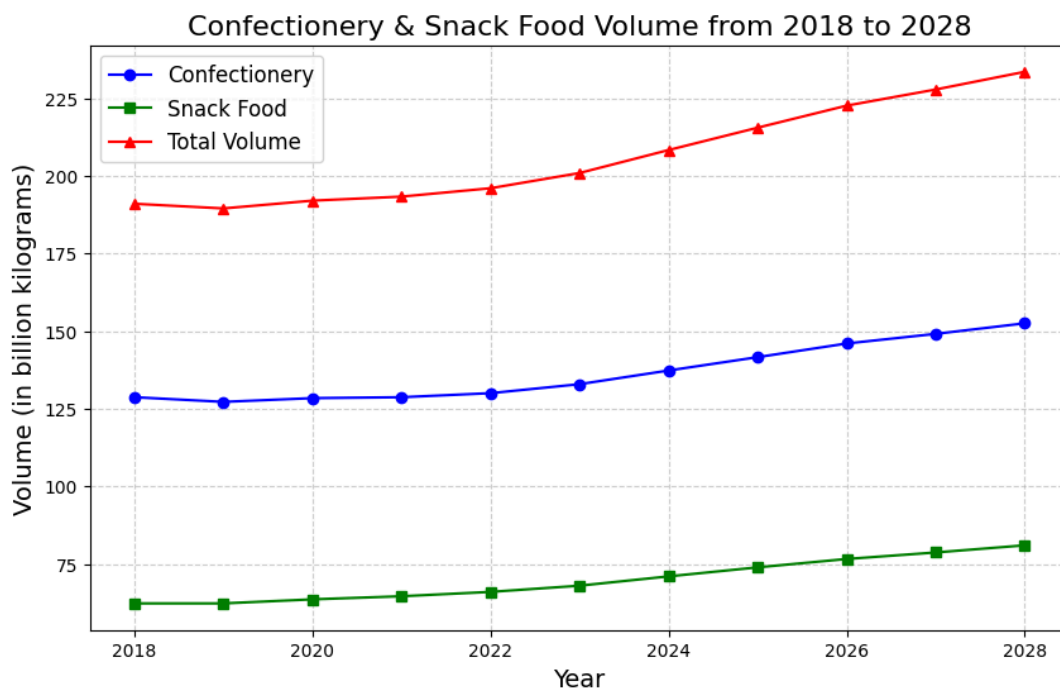
It is divided into two subsegments: **Confectionery**, comprising four categories (chocolate, ice cream, preserved pastries and sweets, and sugar confectionery), and **Snack Food**, comprising three categories (biscuits and crackers, chips, tortilla chips, flips, and pretzels). The global landscape of the confectionery and snack food industry is characterized by a trajectory of steady growth, with an expected compound annual growth rate (**CAGR**) of **2.0%** from 2018 to 2028.

Volume Trends

The volume metrics underscore the robust expansion witnessed within the confectionery and snack food market over the specified timeframe. In 2018, the combined volume stood at 189.5 billion kilograms, marking the inception of this growth narrative. Over the ensuing years, this figure experienced a notable uptrend, reaching **215.6 billion kilograms by 2023**. Projections indicate a continued upward trajectory, with the volume forecasted to reach **233.5 billion kilograms by 2028**. Such consistent growth underscores the resilience and enduring demand within the industry, reaffirming its status as a cornerstone of the global consumer goods sector.

Confectionery vs. Snack Food

Delving deeper into the data reveals nuanced trends within the confectionery and snack food segments. Confectionery, is expected to grow from 127.2 billion kilograms in 2018 to **152.5 billion kilograms in 2028**. The snacks segment has also demonstrated notable growth, albeit at a differential pace. Starting from a baseline volume of 62.3 billion kilograms in 2018, snacks is projected to grow to 81.0 billion kilograms by 2028. This upward trend underscores the enduring popularity of snack products, driven by factors such as convenience, innovation, and shifting dietary patterns.



Asia: Leading the Market

Asia emerges as the frontrunner in the global confectionery and snack food market, boasting a substantial volume of 79.9 billion kilograms in 2022. This impressive figure solidifies Asia's position as the largest market among the selected regions. Furthermore, projections indicate a promising growth trajectory, with the volume anticipated to soar to **100.3 billion kilograms by 2028**. Such expansion forecasts a notable compound annual growth rate (**CAGR**) of **+3.9%**, underscoring Asia's pivotal role in driving market dynamics and shaping industry trends.

Africa: Promising Growth Prospects

In contrast, the African market demonstrates its potential for growth, albeit starting from a comparatively lower volume of 39.1 billion kilograms in 2022. Despite its modest beginnings, the region shows promising signs of advancement, with forecasts predicting a notable increase to **45.0 billion kilograms by 2028**. This projected growth reflects a commendable **CAGR of +2.4%**, highlighting Africa's evolving stature within the global market landscape.

Americas: Sustaining Steady Progress

Spanning North, Central, and South America, the Americas exhibit a robust market presence, commencing with a volume of 48.4 billion kilograms in 2022. While the initial figure signifies a substantial market share, the region anticipates further expansion with a projected volume of **53.7 billion kilograms by 2028**. Despite a relatively conservative **CAGR of +1.7%**, the Americas demonstrate resilience and steady progress in maintaining their foothold within the competitive market arena.

Australia & Oceania: Navigating Growth Trajectories

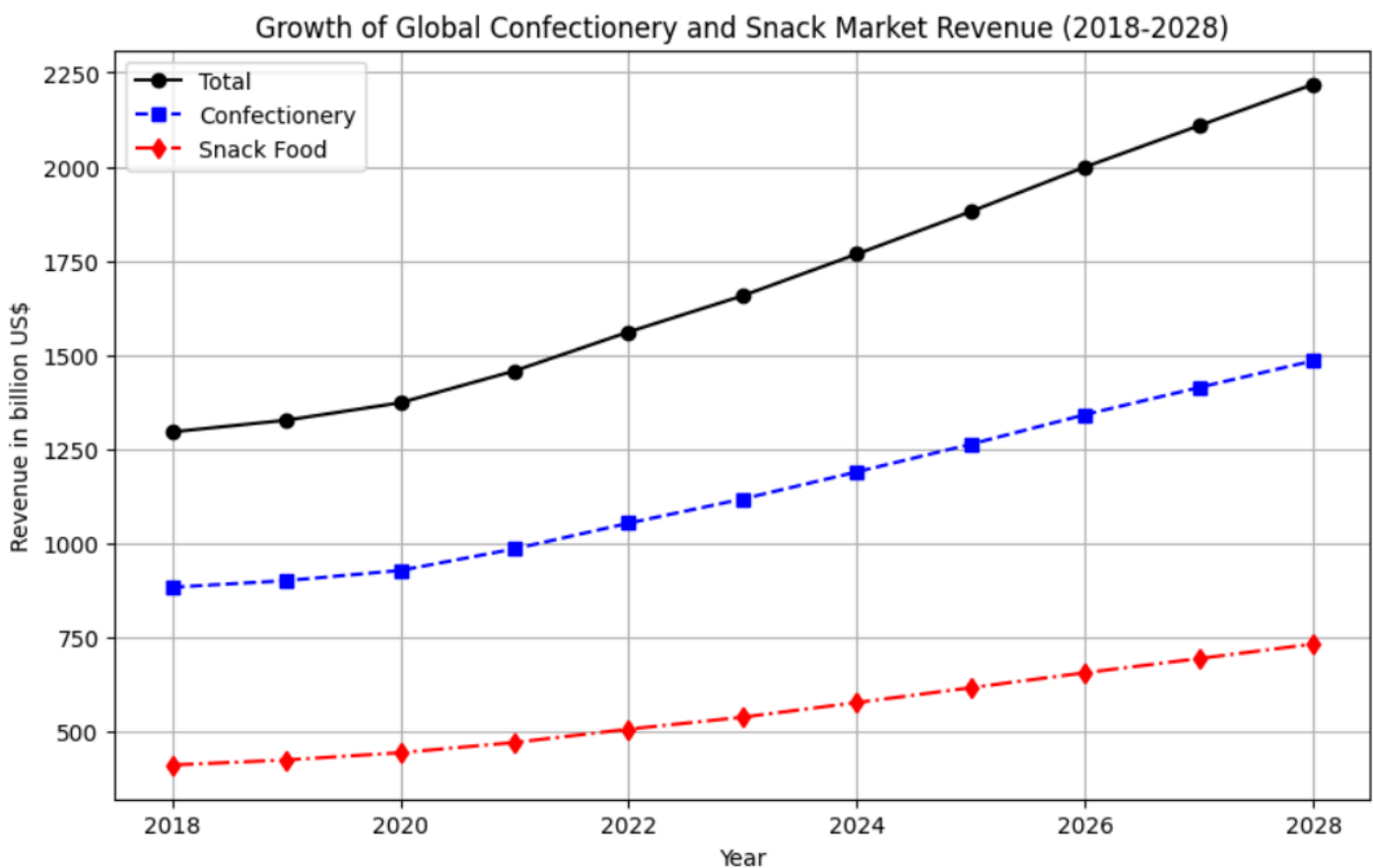
The island continent and its surrounding Oceania region embark on a journey of growth, commencing with a modest volume of 1.9 billion kilograms in 2022. However, the region's forecasted trajectory portrays a promising narrative, with an anticipated increase to **2.2 billion kilograms by 2028**. This projected growth trajectory reflects a commendable **CAGR of +2.5%**, indicative of Australia & Oceania's capacity to navigate and capitalize on evolving market dynamics.

Snack foods worldwide: **Revenue**

The revenue growth in the global confectionery and snack markets from 2018 to 2028, are estimated to increase at a CAGR of **5.5%**. In 2018, the total revenue were approximately \$1,296.5 billion and they are projected to reach **\$2,218.9 billion by 2028**.

The following graph breaks down the revenues into two main segments: confectionery and snack food. Both segments show significant growth over the period. Confectionery revenue grew from around \$884.1 billion in 2018 to a projected **\$1,485.4 billion in 2028**. Similarly, snack food revenue increased from about \$412.3 billion in 2018 to a projected **\$733.5 billion in 2028**.

This growth is attributed to various factors, including increased **ice cream sales** in regions **experiencing heatwaves** and the expansion of **online deliveries** facilitated by improvements in logistics infrastructure.

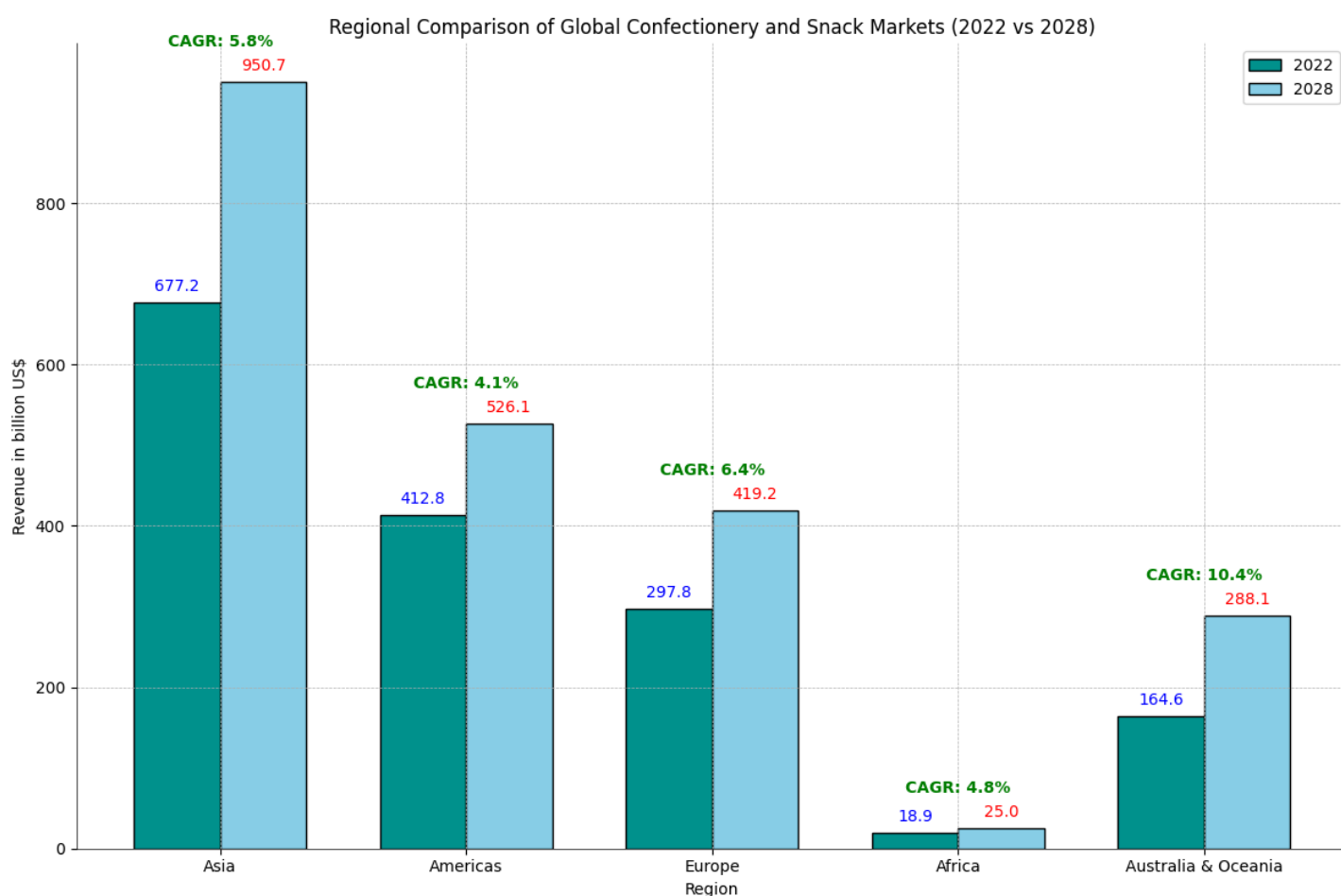


Snack foods worldwide: Revenue by Country

In 2022, **Asia** is highlighted as the largest market, with a revenue of \$677.2 billion. This figure is expected to grow to **\$950.7 billion by 2028**, indicating a compound annual growth rate (CAGR) of 5.8%. Following Asia, **the Americas**, with \$412.8 billion in revenue for 2022, are projected to reach **\$526.1 billion by 2028**, showing a CAGR of 4.1%.

Europe, another significant market, generated \$297.8 billion in 2022, with an anticipated increase to **\$419.2 billion by 2028**, reflecting a CAGR of 6.4%. The smallest markets among the regions compared are Africa and Australia & Oceania. **Africa's market**, with \$18.9 billion in 2022, is expected to grow to **\$25.0 billion by 2028** (CAGR of 4.8%). Meanwhile, **Australia & Oceania** had a revenue of \$164.6 billion in 2022, projected to increase to **\$288.1 billion by 2028**, resulting in a CAGR of 10.4%.

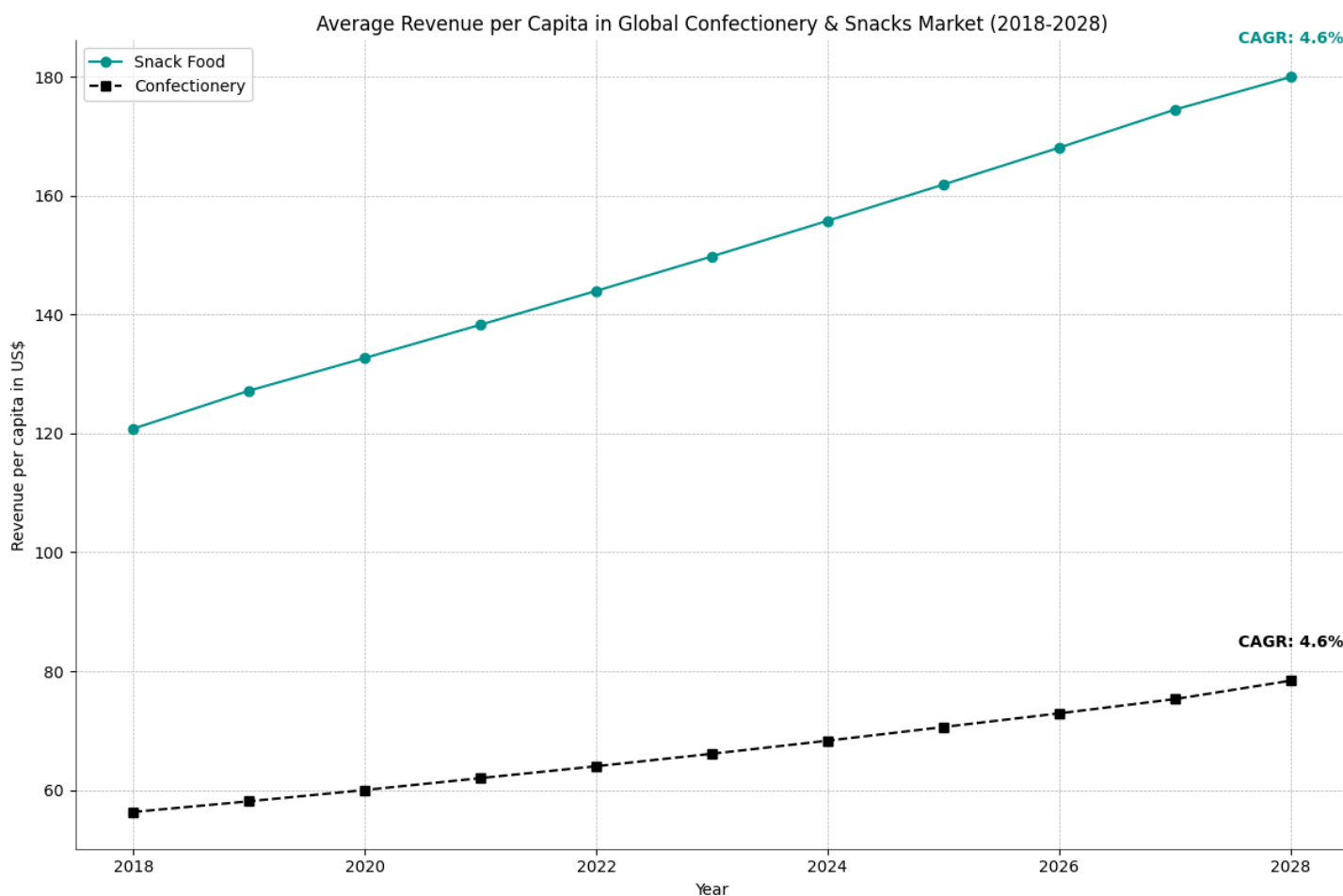
The graph highlights the robust growth expected across all regions, with Asia leading in both current revenue and projected growth. The data emphasizes the significant potential for market expansion, particularly in emerging markets like Africa and Australia & Oceania.



Snack foods worldwide: Average Revenue per Capita

The average revenue per capita in the global Confectionery & Snacks market is estimated to increase at a CAGR of **4.6%** from 2018 to 2028

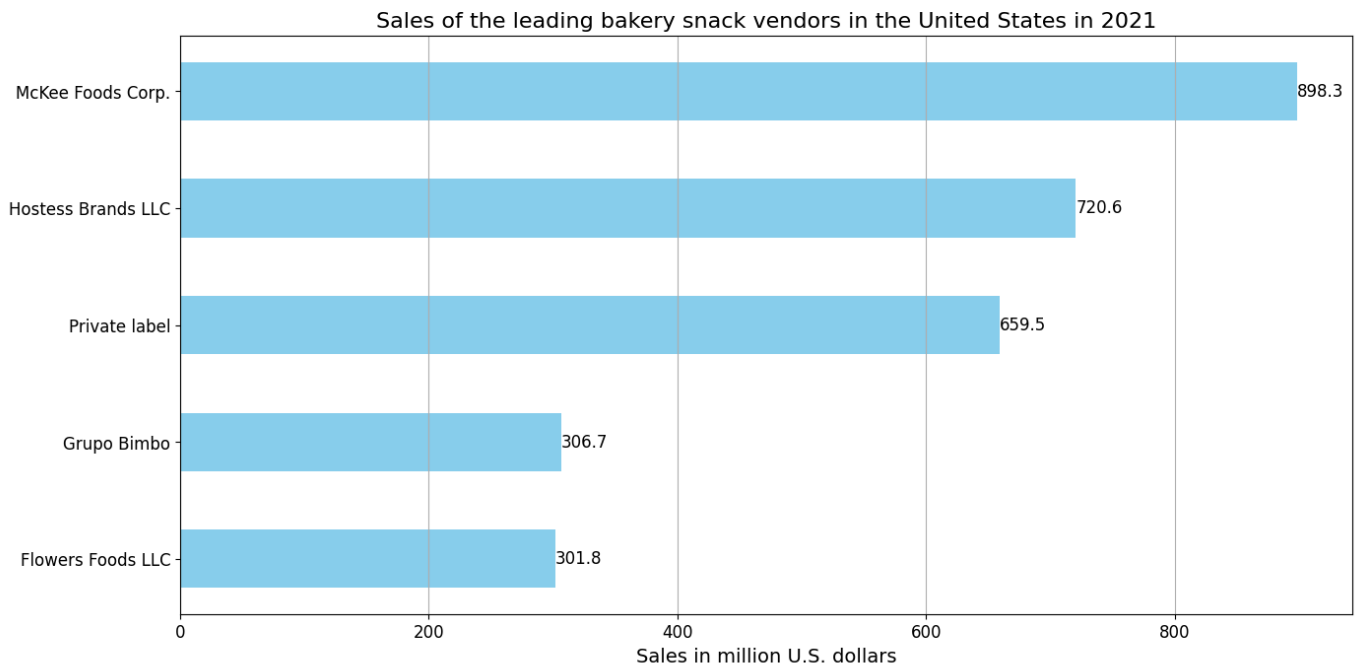
The average revenue per capita is projected to increase consistently over the ten-year period. In 2018, the average revenue per capita was approximately \$120.8 for Snack Food and \$56.3 for Confectionery. By 2028, these values are expected to rise to **\$185.4 for Snack Food** and **\$91.5 for Confectionery**.



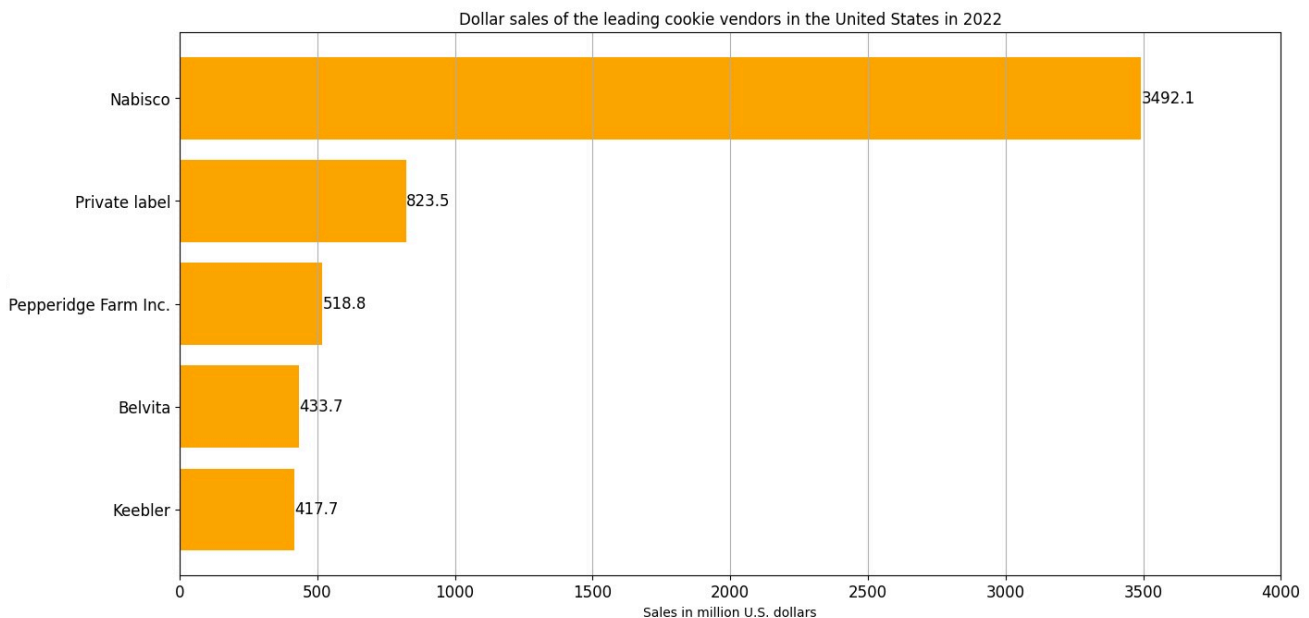
In 2022, **Australia & Oceania** leads as the largest market among the selected regions, with an average **revenue per capita** of **US\$ 459.5**. The **Americas** closely follow as the second-highest region in **per capita consumption** at **US\$ 410.7**, with an estimated growth of +2.8% from 2022 to 2028, reaching **US\$ 486**. **Europe** secures the third spot with US\$ 339.2 in 2022 and an expected growth of +5.5% from 2022 to 2028, reaching **US\$ 467.9**.

Snack foods in the U.S.

Regarding bakery snacks, the following graph illustrates the sales figures (in million U.S. dollars) for the leading bakery snack vendors in the United States in 2021. It displays the sales data for five prominent vendors: McKee Foods Corp., Hostess Brands LLC, Private label, Grupo Bimbo, and Flowers Foods LLC. McKee Foods Corp. leads the sales with \$898.3 million, followed by Hostess Brands LLC with \$720.64 million, and Private label with \$659.52 million. Grupo Bimbo and Flowers Foods LLC follow with \$306.73 million and \$301.75 million respectively.



The next graph shows dollar sales of leading cookie vendors in the United States for the year 2022. The data showcases notable figures, with Nabisco emerging as the market leader with sales totaling \$3,492.07 million. Following Nabisco, Private label registers significant sales at \$823.5 million. This visualization offers valuable insights into the market positioning and performance of prominent players within the US cookie industry landscape.



Bibliography

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Snack Food & Wholesale Bakery

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Statista Consumer Insights

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