

E-Commerce in Soft Drinks

April 2024

Table of Contents

SOFT DRINKS ONLINE: PERFORMANCE IN 2023

Scope

Surging global soft drinks e-commerce sales in 2023, driven by higher US prices

Soft drinks online generally follow a familiar seasonal pattern of consumption

Global giants Coca-Cola Co and PepsiCo contend with a fragmented online shelf

Grocery leads overall, but Amazon and online marketplaces drive emerging functional brands

PRICE INFLATION AND VALUE SEEKING IN ONLINE SOFT DRINKS

Price rises, package mix and premium category preferences drive value performance

Multipack options online are shrinking, further driving value per litre

Private label bottled water and juice perform well in online grocery e-commerce

FUNCTIONAL CATEGORIES AND FORMAT POWER MARKETPLACES

Functional demand fuels performance of concentrates, sports and energy drinks

Unilever's Liquid IV electrolyte mix has emerged as an e-commerce leader within soft drinks

Hydration, sports nutrition and convenience emerge as e-commerce priorities in drinks

Prime (Congo Brands) establishes a new blueprint for online brand building

VIRAL POWER AND DISRUPTION

Rapid growth of Douyin as a soft drinks retailer underscores the potential for US TikTok Shop

TiQ prune juice: A cautionary example of viral wellness fads driven by online marketplaces

Soft drinks retailer profile: Target (US) top performers point to wider functional momentum

Soft drinks online: Recommendations in 2024

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/e-commerce-in-soft-drinks/report.