

THE FUTURE OF CARBONATED SOFT DRINKS: 2023

Expect more consumer scrutiny on artificial sweeteners. Sobriety is a boon for the category, and gut-friendly soda will need a stronger foundation to grow.



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Report Content



- Meet Mintel's global carbonated soft drink expert

WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

Artificial sweeteners will face more scrutiny

- Concerns emerge from the WHO classification of aspartame as a possible carcinogen
- Despite concerns, use of artificial sweeteners is on the rise
 - Graph 1: % of carbonated soft drink launches, by selected sweeteners, 2018-23
- Expect more consumer scrutiny on aspartame following WHO declaration
- Brands can stand out for being aspartame-free
 - Graph 2: perception of artificial and plant-based sweeteners, 2021
- Blends can offer better-tasting, low-sugar drinks

Turn soda into the choice for the sober-curious

- Carbonated soft drinks can take on a stronger role in targeting sober-curious consumers
- Sophisticated carbonated soft drinks can target on-premise consumption occasions
- Include key benefits relevant for on-premise usages
- Unusual and unique flavours can attract young consumers to sophisticated carbonated soft drinks
- Deliver the relaxing attributes of alcoholic drinks minus the nasties
 - Graph 3: factors that would encourage consumers to drink/buy a non-alcoholic/alcohol-free beverage, by generation, 2023

Lay solid groundwork for gut-friendly drinks

- Gut health takes off in carbonated soft drinks
- Gut-friendly soda drinks need to dial up on taste
 - Graph 4: [no title]
- Use visually appealing packaging to catch the attention of younger consumers
- Link gut-brain axis to more functional benefits beyond gut health

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Brands will prioritise water protection
- Category blurring offers additional opportunities
- More local challengers taking on the giants
- Capitalise on the rise of national and cultural pride among local consumers

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