

# Craft Soda Market is estimated to be US\$ 14.39 billion by 2030 with a CAGR of 4.9% during the forecast period

[Craft Soda Market](#) accounted for US\$ 8.90 billion in 2020 and is estimated to be US\$ 14.39 billion by 2030 and is anticipated to register a CAGR of 4.9%. Traditional small batch made soda products are known as craft soda or micro manufacturers. Craft sodas are flavoured carbonated liquids that are commonly classified as soft drinks. Craft soda is classified as a non-traditional soft drink flavouring that appeals to a wide range of consumers looking for alternatives. Private labels and local companies have dominated the craft soda business over the last few years, with private labels and local players dominating the market all over the world. The craft soda market is predicted to increase at a significant rate over the forecast period. The expanding youth population in the region with a high youth population share, as well as its positioning in the market as an alternative to boring soft drink offerings internationally, are likely to fuel the craft soda industry.

The report " Global Craft Soda Market, By Product (Natural and Organic), By Target Customer (Teenagers, Young Adults, and Middle-Aged Adults), by Distribution Channel (Supermarkets & Hypermarkets, Convenience & Specialty Stores, and Online Stores) and By Region (North America, Europe, Asia Pacific, Latin America, Middle East, and Africa) - Trends, Analysis and Forecast till 2029"

## Key Highlights:

- In January 2022, The boom in craft beer — especially novelty craft beers — brought a lot of non-beer brands into the fold: Everyone from Wawa to Dunkin' to Hershey to Jeni's Splendid have collaborated on brews, just to name a few. And as the industry has pivoted over the past few years to hard seltzers and ready-to-drink (RTD) cocktails, the shift has spawned even more opportunities: things like Sonic slush and Warheads candy hard seltzers.

## Analyst View:

Over the projected period, the global craft soda market is expected to develop at a moderate rate. The target market's growth is predicted to be fueled by increased disposable income and rising knowledge about the use of organic products over the forecast period. The market's rise is being fueled by rising health concerns and a growing desire among young adults for authentic beverages. Technological developments and growing consumer awareness of the benefits of organic products are expected to boost overall market demand for Craft Soda.

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### **Key Market Insights from the report:**

Global Craft Soda Market accounted for US\$ 8.90 billion in 2020 and is estimated to be US\$ 14.39 billion by 2030 and is anticipated to register a CAGR of 4.9%. Global Craft Soda is segmented into product, target customer, distribution channel and region.

- Based on Product, the Global Craft Soda Market is segmented into Natural and Organic.
- Based on Target Customer, the Global Craft Soda Market is segmented into Teenagers, Young Adults, and Middle-Aged Adults.
- Based on Distribution Channel, the Global Craft Soda Market is segmented into Supermarkets & Hypermarkets, Convenience & Specialty Stores, and Online Stores.
- By Region, the Global Craft Soda Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

### **Competitive Landscape & their strategies of Global Craft Soda Market:**

The key players in the global Craft Soda Market includes Tuxen Brewing Co., Wild Poppy Company, Boylan Bottling Co., Excel Bottling Company, Jones Soda Co., SIPP eco beverage co., Inc., Craft Soda Company, Justcraft Soda, Appalachian Brewing Co., and Batch Craft Soda.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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