

## Report Information

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# Lemonade Market Research Report – Forecast till 2030

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## Description:

### Global Lemonade Market Overview

Lemonade Market Size was valued at USD 8.7 billion in 2022. The lemonade market industry is projected to grow from USD 9.2 Billion in 2023 to USD 13.2 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 6.24% during the forecast period (2023 - 2030). The growing usage of lemonade as a refreshing and healthy beverage is the key market driver fueling the market growth.

Global Lemonade Market Overview

Source: MRFR Database, Secondary Research, Primary Research, and Analyst Review

### Lemonade Market Trends

- Growing Use of Lemonade to boost the market growth

Lemonade has become the most favored soft drink worldwide with the launch of many products by well-known brands such as Coca-Cola, PepsiCo, etc. The nutrients of lemonade, such as vitamin C and B-9, give it the position of the most admired health drink. Simultaneously, the growth in consumer awareness regarding the possible health impacts of synthetic soft drinks is also assisting instant lemonade products to do better in the market. Organic lemons can be used to make organic lemonade for a fresh taste, which is expected to attract more consumers due to its quality. Which is a great opportunity for the lemonade market. Moreover, the market can also get huge seasonal demand in regions with high levels of temperature and humidity since consumers will be inclined to consume reenergizing and refreshing drinks such as lemonade.

In addition to health benefits, lemonades are also a well-known refreshment drink with a pleasant flavor and taste. The innovative forms of lemonade, such as brown lemonade, pink lemonade, and other regional forms, are plating the market to enlarge significantly. Besides, carbonated lemonade is rising as a popular soft drink amongst new generations. This is why growing investments in setting up new units and the development of standard production technology will boost the growth of the lemonade market.

Additionally, lemonade is recognized as a sweet, lemon-flavored beverage, which contains lemon concentrate, water, and sugar as prime ingredients but may vary in taste and consumer preferences. The carbonated type of this is popular in Australia, Ireland, The UK, and other European countries. Meanwhile, in Asian Countries and North America, cloudy types of lemonade consisting of lemon juice, water, and sugar products such as cane juice, honey, etc., are desired. Lemonade has immense health benefits too. It is a hydrating drink, rich in vitamins and antioxidants. Therefore, it acts as an immunity booster and aids in managing cardiovascular problems. Moreover, it also has polyphenols that help in losing weight. The health benefits of lemonade also offer to improve the smooth functioning of the digestive system and skin health. Thus, various benefits from lemonade have enhanced the Lemonade market CAGR and lemonade market revenues worldwide in recent years.

### Lemonade Market Segment Insights

#### Lemonade Type Insights

The lemonade market segmentation, based on type, includes cloudy and clear. The cloudy Lemonade segment held the majority share in 2022 with respect to the Lemonade market revenue. This is mainly because cloudy lemonade is a homemade beverage made with a sweetener (such as sugar syrup or honey), water, and lemon juice. It has various health benefits, including weight loss assistance and kidney stone prevention.

However, a clear type of segment is more common in the UK, Ireland, New Zealand, and Australia. It comes in a wide range of flavors and has a greater self-life. The carbonated form of clear lemonade is a very favored soft drink sold under different brands.

**October 2017** Turkey Hill has raised the volume of 22 drinks, including lemonade, dairy iced tea, and fruit punch beverages, by introducing a half-gallon bottle.

### Lemonade Category Insights

The lemonade market segmentation, based on category, includes flavored and plain. The flavored segment dominated the market in 2022 and is expected to be the fastest-growing segment during the forecast period, 2022-2030. This is mainly due to the same benefits as the plain type except for having some additional natural taste boosters such as ginger, strawberry, etc. This type of lemonade is common among all age groups of society, positively impacting the market growth of lemonade.

### Lemonade Packaging Insights

The lemonade market data has been bifurcated into bottles, pouches, cans, and others. The bottles segment dominated the market in 2022 and is expected to be the fastest-growing segment during the forecast period, 2022-2030. Bottles are the most common type of packaging for lemonade drinks due to their cost-effective packaging materials. They have longer durability and resistance to various environmental destructions and are the most convenient form of transportation due to their high defiance ability. Further, the evolution of recyclable plastic bottles is assisting this segment to continue with its dominance.

**January 2021** Truly Hard Seltzer, a leading refreshing drinks producer, introduced Truly Lemonade Hard Seltzer, which is a mixture of more lemon and hard seltzer. This approval has further broadened the growth of the lemonade industry.

### Figure 2: Lemonade Market by Product Type, 2022 & 2030 (USD Billion)

**Lemonade Market by Product Type, 2022 & 2030**

**Source: MRFR Database, Secondary Research, Primary Research, and Analyst Review**

### Lemonade Distribution Channel Insights

Based on distribution channels, the lemonade industry has been segmented into store-based and non-store-based. Store-based held the largest segment share in 2022, owing to the wider reach of customers. Being in close contact with customers, they cater to most of the demand. However, the supermarkets under the store-based segment are witnessing quick growth owing to promotions and in-store offers offered by the supermarkets.

### Lemonade Regional Insights

By region, the study states the market insights into North America, Asia-Pacific, Europe, and the Rest of the World. The North American Lemonade market accounted for USD 8.7 billion in 2022 and is projected to show a significant CAGR growth during the forecast period. This is due to the high consumption of lemonade, making it a popular refreshment drink.

Further, the main countries studied in the market report are The U.S., Canada, Germany, India, the UK, Italy, France, Spain, China, Japan, Australia, South Korea, and Brazil.

### Figure 3: LEMONADE MARKET SHARE BY REGION 2022 (%)

**LEMONADE MARKET SHARE BY REGION 2022**

**Source: MRFR Database, Secondary Research, Primary Research, and Analyst Review**

Europe's Lemonade market accounts for the second-largest market share due to the high demand for healthy drinks. The carbonated form of lemonade is more common in the European region. Further, the Germany Lemonade market held the largest market share, and the UK Lemonade market was the fastest-growing market in the European region.

The Asia-Pacific Lemonade Market is expected to grow at the fastest CAGR from 2022 to 2030. This is due to different traditional lemonade variants, instant cold-pressed lemonade. Moreover, the China Lemonade market held the largest market share, and the India Lemonade market was the fastest-growing market in the Asia-Pacific region. Further, increasing production technology will make lemonade a readily available drink, fueling this market in the region.

### Lemonade Key Market Players & Competitive Insights

Major market players are making investments in research and development to grow their product lines, which will aid the lemonade market to rise even more. Participants in the market are also taking a variety of strategic initiatives to increase their footprint worldwide, with key market developments such as new product launching, partnership agreements, mergers and acquisitions, increasing investments, and collaborating with other organizations. Competitors in the lemonade industry must provide low-cost items to enlarge and get through an increasingly competitive market environment.

One of the prime business strategies adopted by producers in the lemonade industry to satisfy clients and expand the market sector is to produce locally to lessen the operating costs. In recent

years, the lemonade industry has provided health benefits with some of the most significant flavored drinks. The lemonade markets major players, such as Britvic Soft Drinks Limited (UK), The Coca-Cola Company (US), PepsiCo Inc. (US), Snapple Beverage Corp. (US), and others, are working on expanding the market demand by investing in R&D activities.

Britvic Soft Drinks Limited (UK) started producing fruit juices in 1938 and started marketing them under the Britvic name in 1949. Obtained by Showerings of Shepton Mallet and subsequently a division of Allied Breweries in 1968, the company changed its name to Britvic in 1971. In 1986, it merged with Canada Dry Rawlings and acquired R. White's Lemonade brand.

Snapple was founded in 1972 by Leonard Marsh, Hyman Golden, and Arnold Greenberg in the Brooklyn area of New York. It produces and markets carbonated beverages and fruit juices. The company also provides juices, drinks, teas, flavored waters, fruit punches, and diet drinks in berry, citrus, mixed fruit, and fruit flavors. Snapple Beverage plates customers through retailers and health food stores in the U.S. and internationally.

#### **Key Companies in the Lemonade market include**

- Britvic Soft Drinks Limited (UK)
- The Coca-Cola Company (US)
- PepsiCo Inc. (US)
- Snapple Beverage Corp. (US)
- Nestlé S.A. (Switzerland)
- AriZona Beverages USA LLC (US)
- The Kraft Heinz Company (US)
- Hydro One Beverages (US), among others

#### **Lemonade Industry Developments**

**February 2023** The Kraft Heinz Company (KHC) has uncovered a fresh collaboration with chart-topping musician Ed Sheeran to co-create 'the ultimate' hot sauce under the newly created Tingly Ted's® brand.

**In 2021** Coca-Cola Company and Molson Coors collaborated on the launch of Topo Chico® Hard Seltzer, which recently expanded nationwide and introduced a new line extension: Topo Chico® Hard Seltzer Ranch Water.

#### **Lemonade Market Segmentation**

##### **Lemonade Product Type Outlook**

- Cloudy
- Clear

##### **Lemonade Category Outlook**

- Flavored
- Plain

##### **Lemonade Packaging Outlook**

- Bottles
- Pouches
- Cans
- others

##### **Lemonade Distribution Channel Outlook**

- Store-based

- Non-store-based

## Lemonade Regional Outlook

### North America

US

Canada

### Europe

Germany

France

UK

Italy

Spain

Rest of Europe

### Asia-Pacific

China

Japan

India

Australia

South Korea

Australia

Rest of Asia-Pacific

### Rest of the World

Middle East

Africa

Latin America

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