

Soft Drinks

Just under one in five (18%) of the megabrands are soft drinks brands. It is the third and last category to have over five brands in the top 100.

Top 10 Soft Drinks Brands Worldwide, 2017

Rank	Name	Position change vs. 2014's data	Brand value (USD billion)
1	Coca-Cola	◆	35-45
2	Pepsi	◆	10-15
3	Red Bull	◆	10-15
4	Sprite	◆	8-9
5	Gatorade	▲	8-9
6	Diet Coke	▼	8-9
7	Fanta	◆	6-7
8	Monster	▲	6-7
9	Minute Maid	▲	4-5
10	Master Kong	▼	4-5

▲ Improvement ◆ No Change ▼ Worsened

Source: Euromonitor International

The top soft drinks brands have largely maintained their positions since 2014's data, with the top four completely unchanged.

The relative lack of movement masks the negative retail sales performance of most brands since 2014. Driven by sugar consumption concerns, the poor performance of carbonates has been a major factor and is forecast to continue.

In contrast, sports and energy drinks are a growth area, with energy drinks the driver. This is shown by the performance of Red Bull and Monster in the global top 10.

The most significant area of growth is bottled water. Many consumers now seek it in preference to high sugar carbonates, juice or diet / low-sugar variants that are seen as more artificial, through the presence of sweeteners, for example. As a fragmented, commoditised and often localised product, bottled water brands are not threatening the soft drinks megabrand rankings.