



Top 10 Soft Drinks Brands Worldwide, by Key Regional Rankings

World Rank	Name	Top 30 Rank in Asia Pacific	Top 30 Rank in Western Europe	Top 30 Rank in North America
1	Coca-Cola	1	2	1
2	Pepsi	9	5	2
3	Red Bull	5	4	12
4	Sprite	4	9	5
5	Gatorade	-	1	6
6	Diet Coke	-	7	7
7	Fanta	14	23	4
8	Monster	-	3	-
9	Minute Maid	7	19	-
10	Master Kong	2	-	-

Note: ■ Green indicates a 1–5 rank, ■ Yellow indicates a 6–10 rank, ■ Orange indicates an 11–30 rank, “-” indicates not in top 30
Source: Euromonitor International

The strength of the top four brands is demonstrated by at least a top 12 presence in each of the three key regions.

Since the 2014 data, retail sales of Coca-Cola and, Coca-Cola owned, Sprite have fallen in Latin America and Asia Pacific, but risen in North America, as the drinks giant pursues a strategy based on achieving higher value sales from each consumption occasion.

Pepsi has seen retail sales fall in all three regions. However, increased sales in the Middle East and Africa helped solidify its global rank.

Red Bull’s retail sales have risen strongly in China and the US since 2014 — these two countries by far its most important markets. Its rival Monster generates the vast majority of sales value from the US.