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### Determination of major constituents in Commercial Brands of Carbonated soft drinks

NAZMUL SARWAR<sup>1</sup>  
MS Fellow

Department of Food Processing and Engineering  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

SHIREEN AKTHER

Assistant Professor and Head  
Department of Food Processing and Engineering  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

TASLIMA AHMED

MS Fellow  
Department of Applied Food Science and Nutrition  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

KAZI NAZIRA SHARMIN

Assistant Professor and Head  
Department of Applied Food Science and Nutrition  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

MONSUR AHMAD

Applied Chemistry and Chemical Technology  
Chittagong Veterinary and Animal Sciences University  
Chittagong-4225, Bangladesh

MD. ALTAF HOSSAIN

Lecturer  
Department of Applied Food Science and Nutrition  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

FERDUSE AKTER

Assistant Professor and Head  
Department of Physical and Mathematical Sciences  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

MD. KAUSER-UL-ALAM

Assistant Professor  
Department of Food Processing and Engineering  
Chittagong Veterinary and Animal Sciences University (CVASU)  
Chittagong-4225, Bangladesh

<sup>1</sup> Corresponding author; Nazmul Sarwar, Department of Food Processing and Engineering, Chittagong Veterinary and Animal Sciences University (CVASU), Chittagong, Bangladesh. Contact No: +8801676-961876, Email: nazmulsarwar.cvasu@gmail.com.



# CARBONATED SOFT DRINKS IN THE U.S. THROUGH 2023: MARKET ESSENTIALS



Carbonated soft drink industry growth rate. Why soft drinks are carbonated. Soft drinks that are not carbonated. Non carbonated soft drinks examples.

Full PDF PackageDownload Full PDF PackageThis PaperA short summary of this paper5 Full PDFs related to this paperDownloadPDF Pack IntroductionSoft (cold) drink were considered middle-class oriented products. The division is no longer true. Except for those who cannot afford to buy a beer, everybody drinks soft and aerated drinks. According to an NCAER report, the lower, middle, and upper middle classes account for 91 percent of soft drink sales. The soft drink industry has been encouraging the government to classify aerated waters (soft drinks) in the same way as other mass-market consumer goods and eliminate the special excise tax. Coca-Cola, the world's largest beverage company, was present in India for a long time in partnership with an Indian manufacturer before being kicked out in the late 1970s. It reappeared in India during the economic liberalisation period, but only after its competitor, the world's number two, had already made a huge splash after a long and arduous fight against domestic producers. When Coca-Cola re-entered the market, it set a new standard. It purchased Parle, India's most successful player. Since then, it's essentially been a fight between the two American behemoths. Others are auxiliary to the two MNCs and play a minor part. Cadbury Schweppes, the world's third largest beverage company, had also entered, but was absorbed by Coca-Cola. Coca-Cola bought the bottling plants, the distribution network, and the proven customer demand during the industry build-up when it bought Parle products. The brands became a hindrance to the global brand's success. Coca-Cola did not market labels (such as Thumps Up) because it was uninterested in them. In the short term, this resulted in a market share deficit to the rival. Coca-Cola wanted to sell the Parle brands more successfully. It had Coke, Thumps Up, Limca, and Fanta in its arsenal. Home » Project Reports & Profiles » Soft Drink (aerated Water)- Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost And Revenue Home » profile-project-reports Aerated drinks are become part and parcel of the Indian lifestyle. Taste is the main factor which drives the demand of the product. Urban areas report a dramatically high consumption of aerated drinks as compared to rural areas. Be it children, the college kid or the middle aged Indian soft drinks are enjoyed by one and all in the country. Especially after the influx of a number of fast food joints in India soft drinks have gained more popularity. Food like pizzas burgers and French fries go hand in hand with soft drinks. Aerated Beverages is an important sector in the country because it not only contributes to export earnings of the country, but is a revenue driver for other industries such as glass, refrigeration, transport, paper and sugar. Despite several issues that crept up regarding the ingredients used behind the manufacturing of soft drinks the market remained stable. Aerated drinks are enormously popular beverages consisting primarily of carbonated water, sugar, and flavorings. Soft and aerated drinks were considered products for the middle class and the affluent. That segregation is no more valid. Soft and aerated drinks are consumed by all except those who cannot afford to buy any drink. An NCAER study says that 91% soft drink sales are made to the lower, middle and upper middle classes. The soft drink industry has been urging the government to categorize aerated waters (soft drinks) equitably with other consumer products of mass consumption and remove special excise duty. As flavored carbonated beverages gained popularity, manufacturers struggled to find an appropriate name for the drinks. Some suggested marble water, syrup water, and aerated water. The most appealing name, however, was soft drink. The process of dissolving carbon dioxide gas is called carbonation. It results in the formation of carbonic acid (which has the chemical formula H<sub>2</sub>CO<sub>3</sub>). Soda water is generally of two kinds, viz. Plain Soda Water (Aerated Soda Water) and Flavored Soda Water (Aerated Beverages). In Plain Soda Water, Carbonic Acid Gas (CO<sub>2</sub>) & Sodium-by-carbonate solution under pressure is mixed with pure water. Flavored Soda Water contains flavors of lemon, ginger (Masala Soda), milk rose, mango, pineapple, etc. in syrup base and this preparation is also made using carbonic acid gas (CO<sub>2</sub>) under pressure. Soft drinks constitute the third largest packaged food segment in India after packaged tea and packaged biscuits. But the penetration level of carbonated soft drinks in India is still low compared with other developing markets, an indication for further potential for rapid growth. The 60-bn-rupee soft drink industry is growing now at around 5% annually. In India, Coke and Pepsi have a combined market share of around 95% directly or through franchisees. Campa Cola has a 1% share, and the rest is divided among local players. The market size for bottled water in India has been estimated at 570 US \$ million in 2008. With an annual growth rate of 14.5 percent volume sales of bottled water will increase rapidly within the next five years. The market size for juice will grow also dynamically within the next years with an annual growth rate of almost 15 percent. The per capita consumption of soft drinks in India is around 5 to 6 bottles (same as Nepals) compared to Pakistans 17 bottles, Sri Lankas 21, Thailand's 73, the Philippines 173 and Mexico 605. According to indiastat.com, the 72-billion rupee soft drink industry is growing at 6 to 7% annually. In India, Coke and Pepsi have a combined market share of around 95% directly or through franchisees. The demand for aerated drinks is currently 373 million and is expected to be around 479 million by the year 2014-15. The market growth rate is expected to be 3.5% from 2009-10 to 2014-15. There is a very good market potential and good scope in this sector. New entrepreneurs should venture into this field. Few Indian Major Players are as under: Aradhana Soft Drinks Co. Aриhant Agro Products Ltd. Cadbury India Ltd. Dempo Industries Ltd. Devyani Beverages Ltd. Duke & Sons Ltd. Fresh & Honest Cafe Ltd. Golden Anchor Pvt. Ltd. Hindustan Coca-Cola Mktg. Co. Pvt. Ltd. Indo European Breweries Ltd. New Kenilworth Hotel Pvt. Ltd. Parle Bisleri Pvt. Ltd. Pearl Beverages Ltd. Pepsico India Holdings Pvt. Ltd. Sri Sarvaraya Sugars Ltd. Varun Beverages Ltd. Plant capacity: 7200000 Ltrs./AnnumPlant & machinery: 271 Lakhs Working capital: -T.C.I: Cost of Project : 494 Lakhs Return: 43.00%Break even: 53.00% Email Us | Add to Inquiry Basket We can provide you detailed project reports on the following topics. Please select the projects of your interests. Each detailed project reports cover all the aspects of business, from analysing the market, confirming availability of various necessities such as plant & machinery, raw materials to forecasting the financial requirements. 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