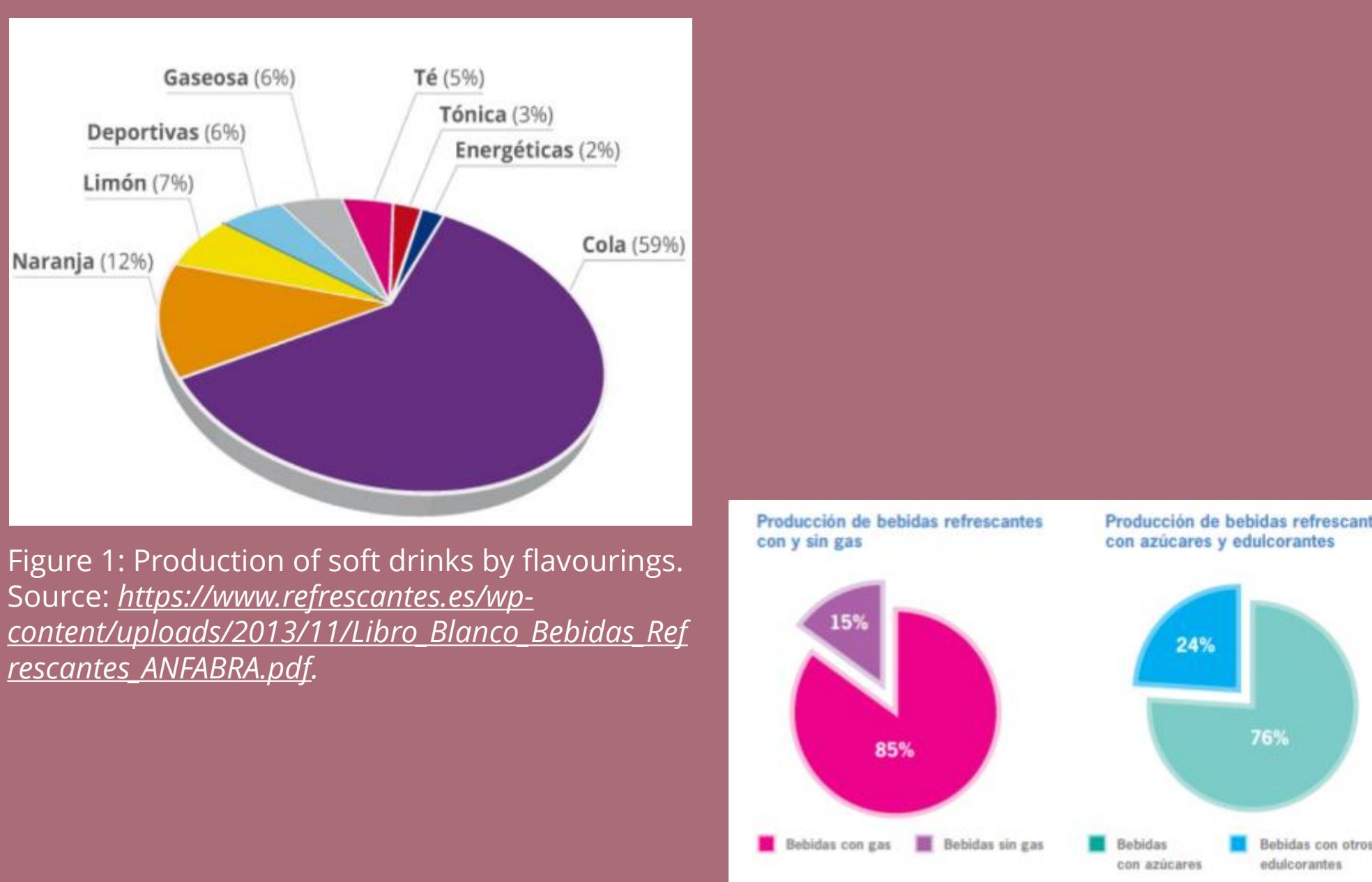


Introduction

Spanish soft drinks industry:

- 1.4% GDP → generates ≥ 71,000 jobs.
- Very large supply → ≥ 2,000 references.
- Cola and citrus drinks → ~ 80% total production.
- ↑ soft drinks without sugar (light) or gas.
- 2020: ≥ 350 M€ invested in innovation → ≥ 200 new references.



Goals

- To know the importance of colours, sweeteners and flavourings and their function in soft drinks.
- To evaluate the influence of these groups of additives so that the soft drinks remain or not within the market.
- To learn the differences and changes in the consumption of soft drinks depending on the country and the culture, sex and age, the socioeconomic status and how those differences and changes have evolved over time.
- To interpret how these additives help to achieve those differences among soft drinks (by country, culture, sex, age, socioeconomic status or time).

Market study of soft drinks

Influence of additives on products that have remained within the market



Figure 3: Coca-Cola Zero
Source: <https://www.cocacolaespana.es/bebidas/coca-cola>



Figure 4: Orange Fanta Zero
Source: <https://www.cocacolaespana.es/bebidas/fanta>



Figure 5: Bifrutas Tropical.
Source: <https://www.bifrutas.com/productos/original/bifrutas-tropical/>



Figure 6: Crystal Pepsi.
Source: <https://www.amazon.es/Crystal-Pepsi-Clear-Limited-Bottle/dp/B071XJDFNE>



Figure 7: Aquarius RayGo.
Source: <https://www.cocacolaespana.es/bebidas/aquarius>



Figure 8: Calpis Soda Yoghurt Style.
Source: <https://www.japanshop.com/bebidas/bebida-calpis-fresh-yogurh-style>

Influence of additives on products with little or no consolidation within certain markets

- **Colours:** Crystal Pepsi → colourless cola-flavored soft drink, discontinued.
- **Sweeteners:** Aquarius RayGo → added sugars, not fully consolidated. **Use of these additives is very well received and most innovations are based on improving their “zero” products.**
- **Flavourings:** soft drinks with innovative tastes are very difficult to be kept within the current market.

Differences between countries and cultures

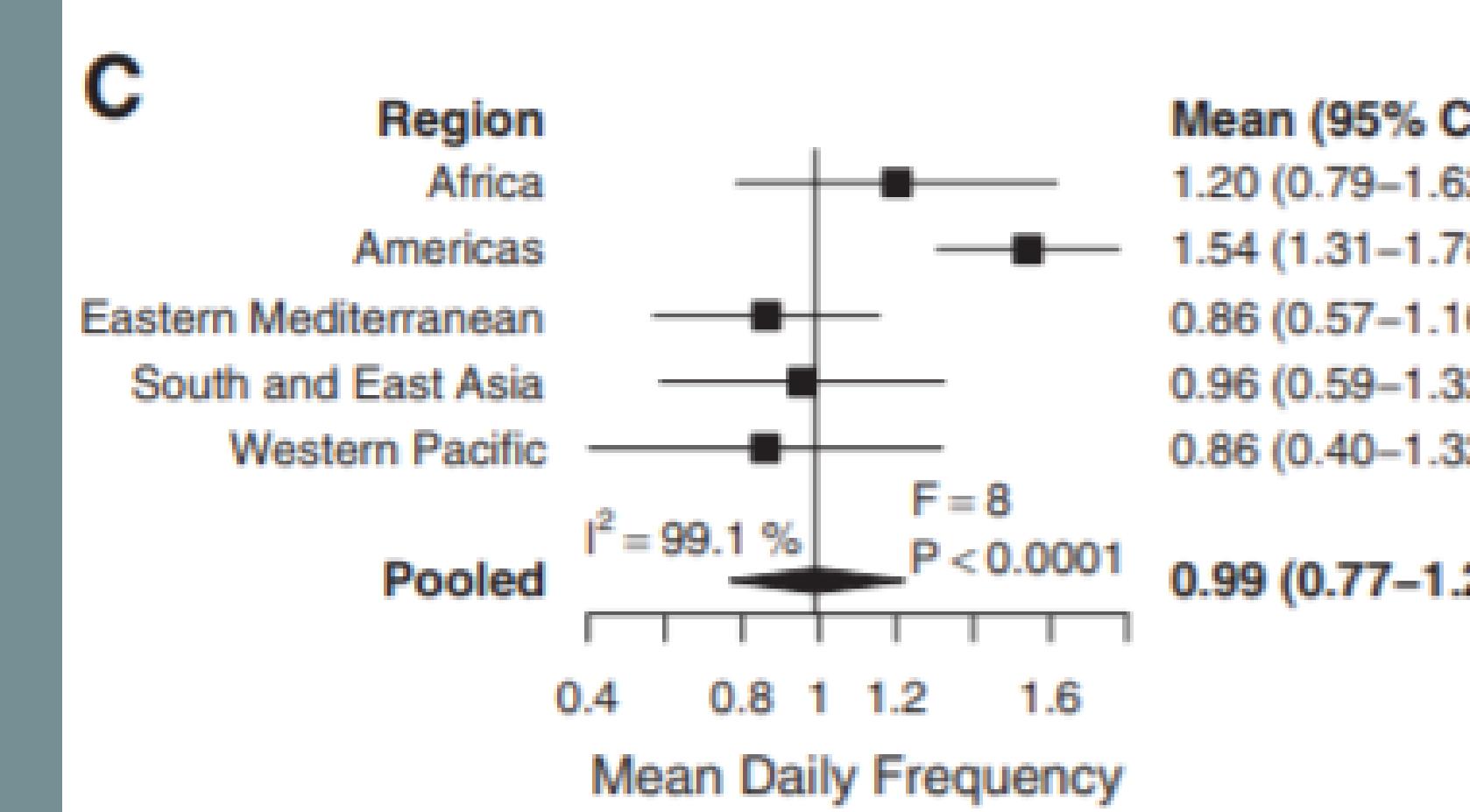


Figure 9: Daily consumption of soft drinks in different countries. Source: <https://journals.sagepub.com/doi/pdf/10.1177/0379572119848287>

Socioeconomic differences

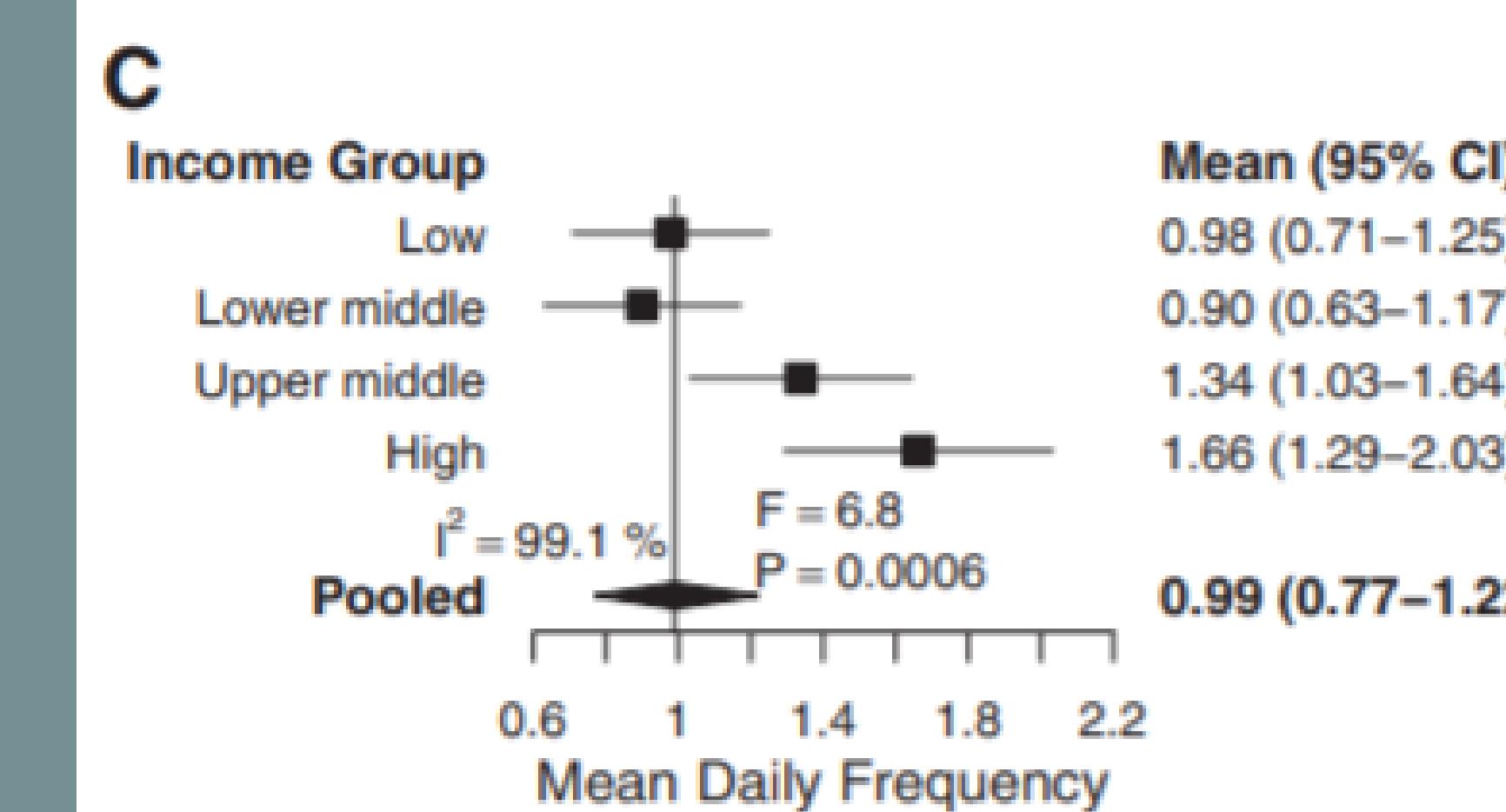


Figure 10: Frequency of daily consumption of soft drinks by income groups. Source: <https://journals.sagepub.com/doi/pdf/10.1177/0379572119848287>

Differences between sexes and ages

Sexo	Tipos de Refresco
Mujeres	Bajos en calorías, bebidas funcionales, refrescos de té y café
Hombres	Bebidas de sabor sin gas, para deportistas y energéticas

Figure 11: Consumption of soft drinks depending on sexes. Source: https://www.refrescantes.es/wp-content/uploads/2013/11/Libro_Blanco_Bebidas_Refrescantes_ANFABRA.pdf

Conclusions

- Additives have a great influence on soft drinks in order for a product to remain or not within a certain market.
- To bring a new product out to the market, it must be considered not only which additives will be applied, but also other factors such as the country and the culture of the market, and sex, age and socioeconomic status of the consumers.
- Regarding the future and trends of soft drinks:
 - In **Europe**: consumption of soft drinks with zero added sugars.
 - In **America** (especially US): soft drinks from coffee extracts.
 - In **Asia** (especially Japan): innovations of all kinds, mainly in soft drinks from extracts such as tea will stand out.