



# Adapting to healthy lifestyle with reference to soft drink sector post Covid

Rachayita Gupta, H Tanvi, Ritu Jain, Shraddha P Rao

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**Under the guidance of  
Dr. Seema Sambargi**

## 1.1 – ABSTRACT

The importance of soft drinks in children's and teenagers' diets is rising. This study aims to provide information on the different types of soft drinks, as well as a critical review of their effects on young people's general health, as well as the expenses of such drinks and the adoption of a healthy lifestyle. A soft drink is a non-alcoholic beverage that often includes carbonated water and a flavour, either artificial or natural. The COVID-19 epidemic has significantly altered consumer behaviour and market patterns, which has a significant effect on the soft drink sector. The goal of this research paper is to examine how soft drinks are used by young people in India. In order to examine we have utilised profiles of respondents between the ages of 18 and 35. It was investigated how various soft drinks might affect children's and teenagers' overall health. The COVID-19 pandemic has had a significant impact on the soft drink market, leading to changes in consumer behaviour, industry trends, and supply chain dynamics.

## 1.2 - INTRODUCTION

Soft drinks are becoming an increasingly important part of children's and adolescents' diets. Soft drink consumption rises with age, especially carbonated soft drinks, and contributes for the highest single dietary contribution to nonmilk extrinsic sugar intake among young adults. Obesity has been linked to the consumption of sugar-sweetened beverages, according to one prospective study. It was discovered that each sugared soft drink ingested by the children each day increased their BMI by 0.18 points. They were 60 percent more likely to become obese if they increased their daily soft drink intake. Soft drinks are becoming an increasingly important part of children's and adolescents' diets. Soft drink consumption rises with age, especially carbonated soft drinks, and contributes for the highest single dietary contribution to nonmilk extrinsic sugar intake among young adults. Obesity has been linked to the consumption of sugar-sweetened beverages, according to one prospective study. It was discovered that each sugared soft drink ingested by the

children each day increased their BMI by 0.18 points. They were 60 percent more likely to become obese if they increased their daily soft drink intake. (Wang, 2008)

### 1.3 - LITERATURE REVIEW

#### Review of Literature:

A literature review was done to study the subject and the scope of various research that has been carried out regarding the analysis of soft drinks post the pandemic and its impact on one's health and how adapting to a healthier lifestyle has impacted the market of soft drinks.

- According to research, the days where consumers drank liters of high calorie drinks without worrying about side effects are long gone. Megatrends in line with the pandemic have increased awareness of one's health thereby affecting the market of these beverages. Conscious consumers are increasingly living by the motto, "You are what you drink" which is there-by reducing the demand among consumers and creating an opportunity for other substitutes to emerge which include soft drinks enriched with functional ingredients such as plant-based protein drinks, other drinks with botanical supplements have also started to appeal among consumers as their functional properties help in the well-being of the consumer. (Wurzer, 2021)
- Hemp, ginger, and grape are among the top five unique flavors altering the global soft drink scene in 2021, according to Global Data, a major data and analytics organization.

- In recent years, producers have faced a difficult landscape, with growing prices, sugar tariffs, packaging legislation, and the Covid-19 pandemic.

To capture customer attention, global efforts were made to lower calorie and sugar content in product ranges, as well as generate new flavors. (Jenny, 2021)

- According to research, items that promote health and wellness are displacing carbonated soft drinks. There have been cutbacks in high-fructose corn syrup and sugar consumption, as well as an increase in healthy eating, have continued to put downward pressure on sales."

Meanwhile, demand for specialized goods or those manufactured with less processed components is increasing, such as craft sodas made with cane sugar or carbonated beverages that don't use any sweeteners at all. Sugar reduction also is proliferating throughout the CSD category and it was noted that the category has struggled of late because consumers are moving toward healthier refreshment and craving variety. Although volume sales of CSDs have been sluggish for a few years, CSDs have been further impacted by the pandemic. (Haffman, 2021)

- A study was conducted in nearly 90,000 women who drank more than two servings of sugary beverage each day had a 40 percent higher risk of heart attacks or death from heart disease than women who rarely drank sugary beverages. (Fung T.T., 2014)

- Another study was conducted by De Koning L. in 40,000 men who drank averaged one can of a sugary beverage per day had a 20% higher risk of having a heart attack or dying from a heart attack than men who rarely consumed sugary drinks. (De Koning L., 2012)
- A recent study illustrated that short sleep duration among children is associated with a longer intake of regular soft drinks and earlier bedtimes are associated with regular use of soft drinks and other beverages. Consumption of soft drinks and other beverages is mostly seen in children and young adults. It affects sleep pattern and its quality especially in students. (Chaput J. P., 2018)
- When it comes to ranking beverages best for our health, sugary drinks fall at the bottom of the list because they provide so many calories and virtually no other nutrients. People who drink sugary beverages do not feel as full as if they had eaten the same calories from solid food, and research indicates they also don't compensate for the high caloric content of these beverages by eating less food. The average can of sugar-sweetened soda or fruit punch provides about 150 calories, almost all of them from added sugar. If you were to drink just one of these sugary drinks every day, and not cut back on calories elsewhere, you could gain up to 5 pounds in a year. Beyond weight gain, routinely drinking these sugar-loaded beverages can increase the risk of type 2 diabetes, heart disease, and other chronic diseases. Furthermore, higher consumption of sugary beverages has been linked with an increased risk of premature death. (Harvard.edu, n.d.)

#### **1.4 – PURPOSE OF STUDY**

To give information on the many varieties of soft drinks, as well as a critical analysis of their impact on children's and adolescents' dental and general health, as well as the costs associated with such drinks and the adoption of a healthy lifestyle. The purpose of this report is to provide information on the many types of soft drinks, their effects on children's dental and general health, the use of artificial sweeteners in soft drinks, and a discussion of the costs involved with such drinks. (BaniHani, 2019)

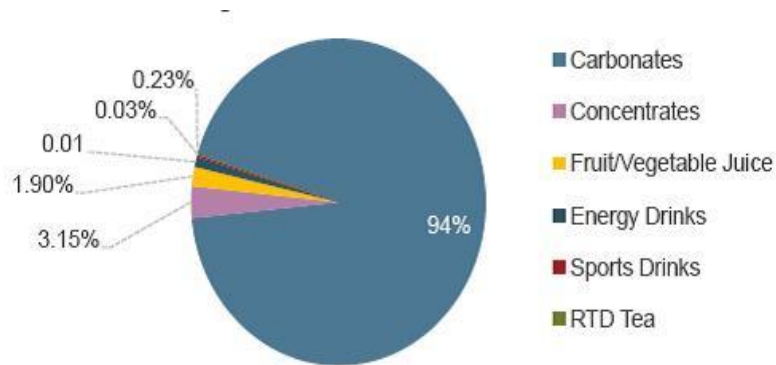
#### **1.5 – RESEARCH METHODOLOGY**

The reason for this paper is to analyse the utilization of examples and perspectives towards soft drinks among Indian youth. A poll was utilized to explore utilization examples, perspectives, and socio-segment profiles of school-going respondents between the ages of 18 and 35. Bunch examination and element investigation were embraced to get a superior comprehension of the perspectives among youthful buyers towards soft drinks. A calculated relapse model was utilized as an indicator to recognize continuous and non-incessant soft drink buyers and the shift in their behaviour post Covid.

#### **1.6 - MARKET OVERVIEW ON SOFT DRINKS**

The soft drinks market is expected to grow at a CAGR of around 6.0% during the forecast period. A soft drink is a non-alcoholic beverage usually containing carbonated water and a natural or artificial flavour. In addition, consumer preferences from a typical taste (such as orange, lemon, cola) to new flavours such as tropical fruits or a combination of flavours are also expected to provide significant market growth.

In addition, the negative impact of the COVID-19 epidemic has been felt in the cold beverage industry. Restaurants, hotels, cafes, educational institutions, tourist destinations are among the most important places where cold drinks are sold, including carbonated beverages, packaged water, and fruit. During the closure, these areas should be closed because the sale of cold drinks is affected. In addition, the suspension of trains, air, and cruises also affected the sale of cold drinks during the closure.



Soft drinks concentrates are beverages that contain carbonated or purified water, sweeteners and flavouring substances. The sweeteners can be sugar, corn syrup with fructose, fruit juice or sugar substances, that is, artificial or natural. Soft drinks contain caffeine, dyes, stabilizers, preservatives and other ingredients. Soft drinks use about 80% of the water, which incurs addition transportation costs and occupies too much of the warehouse. To reduce these problems the ingredients are further processed to achieve a concentrated form. Soft drink concentrates contain sugar, colorants, flavours and sometimes contain stabilizers and fruit concentrates with minimal moisture content.

### 1.7 – RESEARCH ANALYSIS

What type of soft drinks do you prefer?  
56 responses

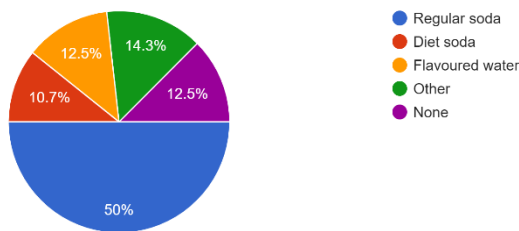


Fig 1.1

1.1 From the responses we have received, we know that 50% of the individuals prefer Regular Soda and 10.7% of the individuals prefer Diet Soda.

Have you shifted your preference from traditional soft drinks to healthier alternatives post COVID-19?  
56 responses

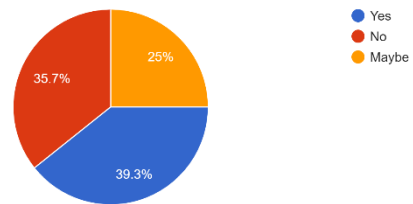


Fig 1.2

1.2 39.3% of the individuals have shifted their preferences from traditional soft drinks to healthier alternatives after the pandemic and 35% of the individuals still prefer the traditional soft drinks.

What is the primary reason for your shift in soft drink preference post COVID-19?  
42 responses

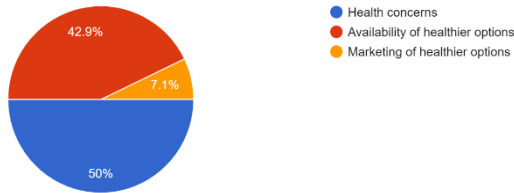


Fig 1.3

Does your peers choice of soft drinks have an influence on you while choosing your drink?  
56 responses

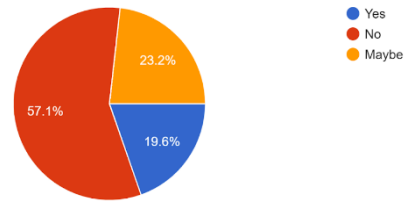


Fig 1.4

**1.3** The primary reason for 50% of the individuals for the shift in the preference of soft drinks post covid is the health concerns. A small percentage of people have shifted due to the marketing of healthier options that are available.

**1.4** A small percentage of individuals do have an influence from their peers for the selection of soft drinks while most people aren't influenced by their peers.

How important are health benefits in your decision to purchase a soft drink?  
56 responses

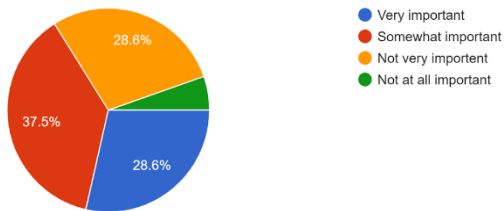


Fig 1.5

Where do you usually purchase soft drinks?  
56 responses



Fig 1.6

**1.5** From our survey, we know that for most people health benefits are somewhat important while choosing their soft drinks whereas for 28% of the individuals, health benefits are an important factor while choosing their soft drink.

**1.6** From the responses we have received, we know that most of the individuals purchase their soft drinks from the grocery stores and convenience stores and a smaller number of people purchase from vending machine, bars and online.

Do you think this shift would effect the traditional soft drinks market in any way ?  
54 responses

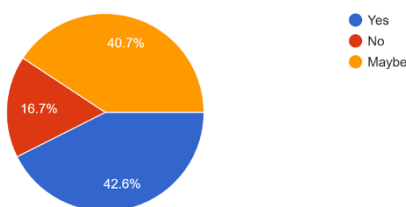


Fig 1.7

What is your overall opinion of the shift towards healthier soft drink alternatives post COVID-19?  
56 responses

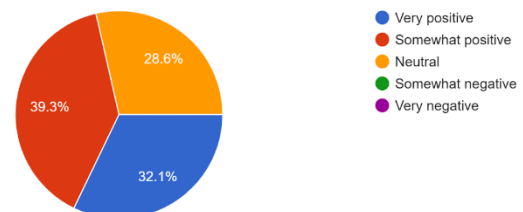


Fig 1.8

**1.7** According to the survey, 42% of the individuals believe that this shift would have an effect on the traditional soft drinks in the market.

**1.8** According to the survey and the responses we have, 39.3% of the individuals somewhat have a positive opinion on the shift towards healthier soft drinks alternative post covid 19.

Rank these factors in your decision to purchase a soft drink?

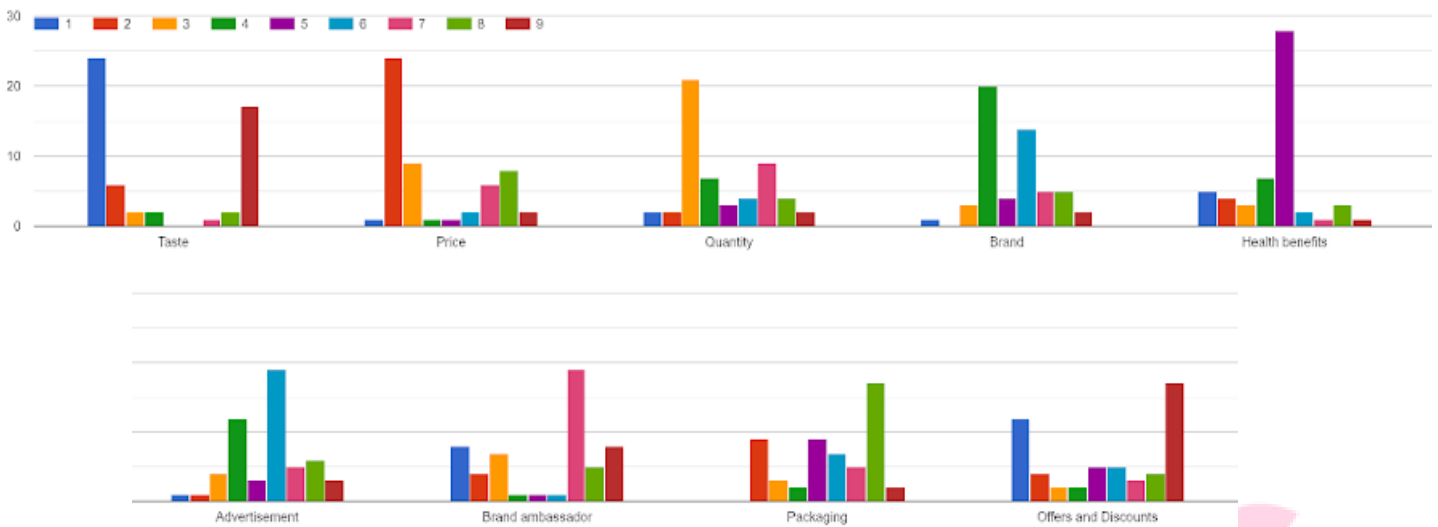


Fig 1.9

**1.9** Among the nine factors given that possibly influence the decision to purchase a soft drink, taste is given the highest preference followed by quantity, brand, health benefits, advertisement, brand ambassador, packaging and lastly offers and discounts.

## 1.8 – MANEGERIAL IMPLICATIONS

The soft drinks sector has been severely affected by the Covid-19 pandemic, and understanding the impact of these changes is important for industry leaders. Here are some possible management implications that could be discussed in a study of changes in the soft drinks sector post-Covid:

1. Increased demand for online sales: As the pandemic leads to growth in e-commerce, the demand for soft drinks sold online may increase. Managers should consider investing in e-commerce platforms and digital marketing strategies to take advantage of this trend.
2. Changes in consumer preferences: Consumer preferences may have shifted during the pandemic to focus more on health and wellness. Managers should consider how they can adapt their product offerings to their changing preferences, such as offering less sugar or plant-based options.
3. Supply chain disruptions: The pandemic has caused major disruptions in global supply chains that may affect the availability of key ingredients or packaging materials. Managers should consider diversifying their supply chains or exploring alternative supply options to reduce the risk of supply chain disruptions.
4. Changes in marketing strategies: As customary promoting channels, for example, boards or occasions are less viable during the pandemic, supervisors might have to move their showcasing methodologies to additional advanced and web-based entertainment. They can likewise consider how their informing and marking will adjust to the new truth of the pandemic.
5. Changes in distribution channels: As many bars and restaurants closed during the pandemic, there may have been a change in the distribution and consumption of soft drinks. Managers should consider how they can adapt their distribution strategies to these changes, focusing for example on retail or home delivery.

In general, leaders of the soft drinks industry must be aware of the changes caused by the Covid-19 pandemic and be prepared to adapt their strategies to remain competitive in the market. By understanding the

management implications of these changes, they can make informed decisions about how to operate in the industry's new reality.

## 1.9– OVERALL CONCLUSION

The COVID-19 pandemic has had a major impact on the soft drinks market due to many changes in consumer behaviour and industry trends. The research presented in this article shows that as consumers become more health conscious and focus on strengthening their immune systems, they will choose healthier and more functional beverages. As a result, demand for sugary soft drinks has decreased, while sales of healthy drinks such as herbal drinks, fortified waters and low-sugar drinks have increased.

The pandemic has also boosted the growth of e-commerce and online shopping, which has led to an increase in online purchases of soft drinks. Companies with a strong online presence and distribution networks will be more successful in this era. In addition, there has been a shift towards local and regional products, with consumers looking to support local businesses and reduce their carbon footprint.

The pandemic has also caused disruptions in the supply chain, leading to temporary shortages and price spikes for some products. We were able to implement a new strategy to meet demand. In short, the COVID-19 pandemic has significantly impacted the soft drinks market, causing changes in consumer behavior, industry trends and supply chain dynamics. Although the long-term impact of these changes remains uncertain, it is clear that companies that innovate and adapt to the new reality will fare better in the post-pandemic soft drink market.

## 1.10 – LIMITATIONS

When discussing changes in the soft drinks sector post-Covid, it is important to acknowledge the potential limitations of the study. Some potential limitations to consider include:

1. **Timeline:** Covid-19 is an ongoing pandemic and its impact on the soft drinks sector may not yet be fully understood. Studies conducted early in the pandemic may not capture the full extent of the changes that have occurred.
2. **Data availability:** The pandemic has disrupted data collection, making it difficult to obtain accurate and timely data on changes in the soft drinks industry. This may limit the scope and accuracy of the study.
3. **Generalizability:** The soft drinks sector is diverse and includes different products and companies. Research conducted on a particular subset of an industry is not necessarily generalizable to the broader industry.
4. **Influence of other factors:** The pandemic is not the only factor that can cause changes in the soft drinks industry. Other factors such as economic conditions, consumer trends and regulatory changes may also contribute to the observed changes.
5. **Bias:** Researchers may have their own biases or assumptions that may affect research results. It is important to identify potential sources of bias and take steps to minimize their impact on the study.

## 1.11 - FUTURE GROWTH TRENDS IN THE MARKET

After the COVID-19 pandemic, the soft drinks market in India is likely to see several key trends emerge. One of the most significant trends will be a continued shift towards healthier and more functional beverage options. This trend was already underway before the pandemic but has been accelerated by the focus on health and immunity during the pandemic.

Six top trends in beverages - Coffee and cola meet, Innovation by flavour combination, Ingredients for health and wellness, Big shift away from sugar, Be sour and make sales soar, Boom for plant-based and functional dairy drinks. (Group, 2021)

Apart from the above mentioned six trends the Active Nutrition Soft Drink Trends 2023 also states that soft drinks today should not only be affordable and taste good, but as "functional drinks" they should also score points with a plus of certain ingredients - for example, vitamins or minerals that support an active and conscious lifestyle as part of a balanced diet overall.

Product concepts that serve the trend of Premium by nature: 100% juices, Organic lemonades, Hop lemonades, Cold Brew Tea, NFC/Direct juices, FTNF Flavours, Extracts & Botanicals.

Important components included in drinks like Proteins - Protein is a vital nutrient for the body. While meat and animal products were once the main source of daily protein intake, meat consumption is steadily declining worldwide. Variety of product concepts and basic ingredients for your product development: Beverages with collagen/ballast, near water drinks, Vegetable protein drinks, Beverages with Haskap berry, Carrot mix juices. (Wurzer, Soft drinks trends 2023 - what will shape the market this year, 2023)

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