

Development and Market of Carbonated Beverage in China 2016-2021 Proposal

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Abstracts

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1. INTRODUCTION

There are 175 above scale size carbonated beverage manufacturers in total, 25 were in total RMB409 million deficits. The total asset of carbonated beverage industry was RMB48 billion, with 10.32% YoY growth, RMB26.9 billion debts. The accumulate sales achieved RMB82.4 billion with 2.7% YoY growth, and the aggregate profit about RMB5.2 billion with 25.84% YoY growth.

Companies competing in soft drinks continued to launch new products in 2015 in an effort to increase exposure to potential consumers. The continuous new launches reflect the situation that competition in the soft drinks industry has become more intensified, and that companies rely on the provision of new products to attract consumers' interest.

ASKCI predicts, the carbonated beverage output will exceeded 23 billion tonnes by 2020. The growth of carbonated sales will reach 1.5% growth. By estimates, the sales volume of carbonated beverage could reach 14.6 liters and RMB10.4 billion.

1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese carbonated beverage product industry;

To analyze the future trend of carbonated beverage product industry;

To analyze industrial size of the industry;

To reveal opportunities for carbonated beverage product industry in China.

2) Benefit from the Report

Obtain latest info of carbonated beverage product industry, such as market size, price, key players, etc. ;

Discover market potential in different regional markets;

Find out how Chinese carbonated beverage market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity ;

2. SCOPE OF INVESTIGATION

The report will investigate Chinese carbonated beverage industry from the following aspects:

Financial Statistics

Supply

Segment

Price

Bellwether company

Etc.

3. TIME NEEDED

1-2 work weeks needed.

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