

Asian Speciality Drinks in Portugal

<https://marketpublishers.com/r/A0D77D573C8EN.html>

Date: December 2019

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: A0D77D573C8EN

Abstracts

Asian speciality drinks has seen steady, double-digit value growth since 2013, when actual sales were no longer too negligible to note. Interest in these drinks grew in tandem with the growth and success of Asian food served in on-trade and specialised outlets and increased availability and demand for Asian products in the retailing channel. Moreover, economic recovery and rising household purchasing power coupled with the increasing desire of Portuguese consumers to experiment with novel and ex...

Euromonitor International's Asian Speciality Drinks in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2014-2018), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Asian Speciality Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Prospects

Sales Benefit From Growing Interest in Asian Consumer Foodservice

High Unit Prices Could Pose Constraint To Growth

Competitive Landscape

Distribution Is Expected To Widen As Sushi Bars Continue To Appear in Modern Retailing Channels, But the Category Will Likely Remain Niche

Ramune Hata Kqsen Increases Its Dominant Value Share of Asian Speciality Drinks

Category Data

Table 1 Off-trade Sales of Asian Speciality Drinks: Volume 2014-2019

Table 2 Off-trade Sales of Asian Speciality Drinks: Value 2014-2019

Table 3 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2014-2019

Table 4 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2014-2019

Table 5 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2015-2019

Table 6 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2016-2019

Table 7 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2015-2019

Table 8 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2016-2019

Table 9 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2019-2024

Table 10 Forecast Off-trade Sales of Asian Speciality Drinks: Value 2019-2024

Table 11 Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2019-2024

Table 12 Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2019-2024

Executive Summary

Strong Player Focus on Adding Value, Especially Functional Benefits, Helps Drive Growth of Soft Drinks in 2019

After Players Adjust To Sugar Tax Changes Without Yet Significant Further Impact, Government Imposes Restrictions on Marketing and Advertising

Within the Highly Fragmented and Competitive Soft Drinks Market, Private Label Struggles To Overcome Advantages of Branded Players

Product Developments Characterised by A Focus on Responding To Health and Wellness Trends

Strong Economy, Tourism and Players' Focus on Providing Healthier Soft Drinks Are Expected To Drive Value Growth Over the Forecast Period

Market Data

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume

2014-2019

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2014-2019

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2014-2019

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2014-2019

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2019

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2019

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2019

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2019

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2014-2019

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2014-2019

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2014-2019

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2014-2019

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2014-2019

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2014-2019

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2015-2019

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2016-2019

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2015-2019

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2016-2019

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2014-2019

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2014-2019

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2014-2019

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2019

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Appendix

Fountain Sales in Portugal

Sources

Summary 1 Research Sources

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