

Bottled Water in Eastern Europe

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Abstracts

In Eastern Europe, the COVID-19 pandemic did not cause any surge in sales of bottled water through off-trade channels in 2020. However, the impact on off-trade channels varied by country as preferences and consumption habits of local consumers played an important role in redistribution of sales amidst the pandemic and quarantines. On-trade channels, on the other hand, recorded a significant decline due to massive closures as a result of quarantine restrictions. Recovery is expected closer to the...

Euromonitor International's Bottled Water in Eastern Europe global briefing offers an insight into the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

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Get a detailed picture of the Soft 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.

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