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Carbonates in Iran

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Abstracts

One of the key trends in carbonates in 2016 was lower off-trade volume growth for the key category of regular cola carbonates in response to a lack of product innovation and rising concerns regarding health and wellness, which persuaded a considerable proportion of consumers to switch to healthier options, such as non-alcoholic beers and doogh. On the other hand, other non-cola carbonates recorded higher off-trade volume growth in 2016 as a result of its low base and relatively strong demand amo...

Euromonitor International's Carbonates in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), 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 2021 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates.

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

Why buy this report?

Get a detailed picture of the Carbonates market;

Pinpoint growth sectors and identify factors driving change;

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

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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.

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