

## Carbonates in New Zealand

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After a strong performance in 2015 with new carbonates launches and product extensions, 2016 lacked lustre in new products, with companies focusing more on promoting current ranges. In particular, the major launches within low calorie cola carbonates with Coca-Cola Life and Pepsi Next continued to be marketed; however, sales experienced a slower uptake than anticipated.

Euromonitor International's Carbonates in New Zealand 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;
- 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.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2011-2016

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2011-2016

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2011-2016

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2011-2016

Table 5 Off-trade Sales of Carbonates by Category: Volume 2011-2016

Table 6 Off-trade Sales of Carbonates by Category: Value 2011-2016  
Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2011-2016  
Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2011-2016  
Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2011-2016  
Table 10 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2011-2016  
Table 11 NBO Company Shares of Off-trade Carbonates: % Volume 2012-2016  
Table 12 LBN Brand Shares of Off-trade Carbonates: % Volume 2013-2016  
Table 13 NBO Company Shares of Off-trade Carbonates: % Value 2012-2016  
Table 14 LBN Brand Shares of Off-trade Carbonates: % Value 2013-2016  
Table 15 Forecast Off-trade Sales of Carbonates by Category: Volume 2016-2021  
Table 16 Forecast Off-trade Sales of Carbonates by Category: Value 2016-2021  
Table 17 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2016-2021  
Table 18 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2016-2021  
Table 19 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2016-2021  
Table 20 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2016-2021

#### Frucor Beverages Ltd in Soft Drinks (new Zealand)

##### Strategic Direction

##### Key Facts

Summary 1 Frucor Beverages Ltd: Key Facts

##### Competitive Positioning

Summary 2 Frucor Beverages Ltd: Competitive Position 2016 the Better Drinks Co Ltd in Soft Drinks (new Zealand)

##### Strategic Direction

##### Key Facts

Summary 3 The Better Drinks Co Ltd: Key Facts

##### Competitive Positioning

Summary 4 The Better Drinks Co Ltd: Competitive Position 2016

##### Executive Summary

##### Bottled Water Demand Continues

##### Low Calorie Cola Carbonates Fails To Inspire

##### No Change in Two Leading Players

##### Health and Wellness Trend Drives Innovation

##### Flat Growth Predicted for Forecast Period

##### Key Trends and Developments

##### Health Concerns Continue To Influence

##### Development of Emerging Categories

##### Multinational Companies Remain Dominant

##### Market Data

Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2011-2016  
Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2011-2016  
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2011-2016  
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2011-2016  
Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2016  
Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2016  
Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2016  
Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2016  
Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2011-2016  
Table 30 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2011-2016  
Table 31 Off-trade Sales of Soft Drinks by Category: Value 2011-2016  
Table 32 Off-trade Sales of Soft Drinks by Category: % Value Growth 2011-2016  
Table 33 Total Sales of Soft Drinks by Fountain On-trade: Volume 2011-2016  
Table 34 Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2011-2016  
Table 35 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2012-2016  
Table 36 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2013-2016  
Table 37 NBO Company Shares of Off-trade Soft Drinks: % Value 2012-2016

Table 38 LBN Brand Shares of Off-trade Soft Drinks: % Value 2013-2016

Table 39 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2011-2016

Table 40 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2011-2016

Table 41 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2016

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2016-2021

Table 43 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2016-2021

Table 44 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2016-2021

Table 45 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2016-2021

Table 46 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2016-2021

Table 47 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2016-2021

Table 48 Forecast Off-trade Sales of Soft Drinks by Category: Value 2016-2021

Table 49 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2016-2021

Table 50 Forecast Total Sales of Soft Drinks by Fountain On-trade: Volume 2016-2021

Table 51 Forecast Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2016-2021

Appendix

Fountain Sales in New Zealand

Sources

Summary 5 Research Sources

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