

The Coca-Cola Global Bottling System in 2016: The Purpose of Refranchising

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Abstracts

The Coca-Cola bottling system is comprised of The Coca-Cola Company and a vast network of bottling and distribution partners. This report examines some of the important changes to this global soft drinks production chain as the company 'refranchises' bottling capacity, and profiles some of the key players in the wider Coca-Cola system.

Euromonitor International's The Coca-Cola Global Bottling System in 2016: The Purpose of Refranchising global briefing offers an insight into to 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, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

Why buy this report?

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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