

# Danone, Groupe in Soft Drinks (World)

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## Abstracts

Danone is the eighth biggest soft drinks company globally, with a historical focus on bottled water. Although it suffered impacts from COVID-19 in 2020, the company continued to diversify its portfolio in RTD tea, RTD coffee and juice. It also further pushed its sustainability agenda by investing in circular packaging. While Western Europe is its traditional core region, Danone has been building a strong presence in emerging economies, but the rising domestic competition represents a challenge.

Euromonitor International's Danone, Groupe in Soft Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Soft Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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.

### 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.

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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