

Dr Pepper Snapple Group in Soft Drinks (World)

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Abstracts

Dr Pepper Snapple Group (DPSG) is the world's fifth-largest soft drinks company despite a near-total focus on Canada, Mexico, and the USA. Although highly reliant on a declining North American carbonates category, sales are growing due to strong positioning in mixers, and the recent purchase of Bai brands. This report looks at DPSG's strategic positioning, brand portfolio, and considers its short-term future.

Euromonitor International's Dr Pepper Snapple Group 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, 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.

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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