

Global Soft Drinks in 2022: Alternative Approaches to Sugar Reduction

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Abstracts

Taxation on sugar-sweetened beverages in key markets, coupled with changing consumers tastes and attitudes to nutrition are beginning to address the question of sugar content in the industry. This report explores alternative sugar control strategies in global markets, ranging from advertising restrictions to warning labels on packaging. The changing channel landscape and occasions for beverages - particularly more at-home consumption - could also have an impact on sugar consumption from drinks.

Euromonitor International's Global Soft Drinks in 2022: Alternative Approaches to Sugar Reduction 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, 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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Limiting Access and Visibility to Sugar-Sweetened Beverages

Warning Labels and Plain Packaging

Sugar Reduction Through Package-Free and Functional Occasions

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