

# Imagine the Post-carbonates World: Soft Drinks and the Health Question - The Winners and Losers

<https://marketpublishers.com/r/I8D8E5C2C2FEN.html>

Date: April 2014

Pages: 49

Price: US\$ 2,000.00 (Single User License)

ID: I8D8E5C2C2FEN

## Abstracts

65% of the anticipated US\$100 bn growth in soft drinks over 2012-2018 is set to come from categories perceived as natural: bottled water, RTD tea and juice. All the same, demand for functionality is accelerating, with energy drinks taking share from carbonates. Emerging markets, generating 95% of growth, have been the global bright spot. As soft drinks consumption in developed markets reaches a plateau and carbonates face a decline, will we enter what one might call the post-carbonates world?

Euromonitor International's Imagine the Post-carbonates World: Soft Drinks and the Health Question - The Winners and Losers global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Health and Wellness by Category, Health and Wellness by Prime Positioning, Health and Wellness by Type.

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

## Why buy this report?

Get a detailed picture of the Health and Wellness 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.

## Contents

Introduction

Value of Health

Expected Developments in Water, Juice, Energy Drinks and RTD Tea

Appendix

## I would like to order

Product name: Imagine the Post-carbonates World: Soft Drinks and the Health Question - The Winners and Losers

Product link: <https://marketpublishers.com/r/l8D8E5C2C2FEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l8D8E5C2C2FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

