

The Impact of Coronavirus on Soft Drinks

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Abstracts

This report examines the early impact of the Coronavirus (COVID-19) global pandemic on the soft drinks industry. In the short-term, strong demand for bottled water has lifted sales volume as consumers stockpile for extended periods of at-home consumption. For the remainder of 2020, on-trade consumption is likely to face severe declines, along with impulse and on-the-go retail. New health and wellness priorities and sharp recessionary effects will reshape the industry outlook for 2020-2024.

Euromonitor International's The Impact of Coronavirus on Soft Drinks 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.

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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