

Inflation Surge: Soft Drinks in Asia Pacific

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Date: October 2022

Pages: 28

Price: US\$ 1,325.00 (Single User License)

ID: I885E781C44DEN

Abstracts

With the rise of consumer price inflation impacting almost all CPG in the world and Asia Pacific in 2022, this report seeks to examine how soft drinks companies and consumers have been impacted.

By looking at the median price movements of leading soft drinks categories across various markets, we are able to analyse and evaluate varying companies strategies in light of growing inflationary pressures.

Euromonitor International's Inflation Surge: Soft Drinks in Asia Pacific 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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