

Innovation in Non-Alcoholic Drinks: 3 Innovation Platforms in Soft Drinks

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Abstracts

The soft drinks market saw continued innovation in 2019, heavily characterised by the growing importance of natural wellness, the blurring of consumption occasions and sustainability. While these trends influenced the industry before 2019, recent product launches have shown that they are becoming truly global, extending far beyond the most developed markets. In some regions, manufacturers are also finding new ways to offer premium versions of drinks that cater to consumers' evolving tastes.

Euromonitor International's Innovation in Non-Alcoholic Drinks: 3 Innovation Platforms in 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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Changing Occasions, Blurred Lines and Experiences

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