

New Product Development in 2013/2014: Proliferation of Choice

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Abstracts

New product development has never been more important to the soft drinks industry, with manufacturers seeking to reignite stagnant categories in developed markets while introducing new, on-trend products for emerging market consumers. This brief profiles examples of important global new product development across five beverage categories, examining the key consumer trends driving successful new packaged beverage products.

Euromonitor International's New Product Development in 2013/2014: Proliferation of Choice 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, Juice, RTD Coffee, RTD Tea, Sports and Energy 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.

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Natural, Affordable Energy
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