

PepsiCo Inc in Soft Drinks (World)

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Abstracts

In 2023, PepsiCo value sales registered positive growth, though inflation and increased pricing became the major contributors. Although carbonates remains a primary value-driven category for the company, PepsiCo's upcoming focus is on functional beverages. A notable development in 2023 was the rebranding of the Pepsi logo, marking the first update in the past 14 years. This initiative was a celebratory move in honour of PepsiCo's 125th birthday.

Euromonitor International's PepsiCo Inc in Soft Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Soft Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

Contents

Introduction
State of play
Exposure to future growth
Competitive positioning
Carbonates
Sports drinks
Bottled water
Energy drinks
Key findings
Appendix

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