

Premiumisation in Soft Drinks-Part 1: The Age of Everyday Wellness

<https://marketpublishers.com/r/P6EDDE35AB6EN.html>

Date: April 2017

Pages: 52

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

ID: P6EDDE35AB6EN

Abstracts

Exploding global demand for bottled water is driving much of the soft drinks industry's future growth, while bringing new pressures. Among these is a growing split between what consumers demand from products meant for everyday consumption, versus more indulgent choices. As everyday products become purer, simpler, and cheaper, how do brands adapt? This report explores the options for drinks players as the industry enters a new era of "everyday wellness".

Euromonitor International's Premiumisation in Soft Drinks-Part 1: The Age of Everyday Wellness 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.

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
The Age of Thoughtful Consumption
Finding a Place for Soft Drinks
Understanding Everyday Wellness
Looking Ahead

I would like to order

Product name: Premiumisation in Soft Drinks-Part 1: The Age of Everyday Wellness

Product link: <https://marketpublishers.com/r/P6EDDE35AB6EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P6EDDE35AB6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970