

# Product Innovation in Soft Drinks

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## Abstracts

This report utilises Euromonitor International's new Passport Innovation portal to explore new launches and sub-brands in global soft drinks. Three key innovation platforms are identified for global non-alcoholic beverages in 2023/2024, with product examples from large global e-commerce retailers over the last 12 months.

Euromonitor International's Product Innovation in Soft Drinks report provides data and analysis on new product launch activity across digital shelf in a specific country. The reports explore what type of innovation is happening and in which retailers covering 50+ categories across the packaged food, drinks, health, beauty and home care sectors. Combining data on new brand and sub-brand launches, industry expertise and analysis of consumer trends, the Innovation Country reports unlock the latest insights on how and why categories are being disrupted within specific market.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Innovation 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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