

Soft Drinks in Belarus

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Abstracts

Despite the government not implementing a lockdown in Belarus in 2020, current value and volume sales will be impacted by the COVID-19 pandemic overall. Trends such as stockpiling have had little impact on soft drinks, with consumers choosing to bulk buy more essential items instead. Likewise, the failing economy has left many consumers unemployed or with reduced disposable incomes meaning many have had to adopt economising across all their spending. This has impacted some product areas such as...

Euromonitor International's Soft Drinks in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2015-2019), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

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

EXECUTIVE SUMMARY

COVID-19 impact on soft drinks

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2015-2020

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2015-2020

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2015-2020

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2015-2020

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2019

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2019

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2019

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2019

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2015-2020

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2015-2020

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2015-2020

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2015-2020

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2015-2020

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2015-2020

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2016-2020

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2017-2020

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2016-2020

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2017-2020

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2015-2020

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2015-2020

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2015-2020

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: %

Volume 2020

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:

Volume 2020-2025

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %

Volume Growth 2020-2025

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value
2020-2025

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value
Growth 2020-2025

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume
2020-2025

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2020-2025

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2020-2025

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 32 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth
2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

KEY DATA FINDINGS

2020 IMPACT

Self-isolation and remote-working leads to greater demand for larger package sizes as consumers avoid possible contagion

The health and wellness trend further is amplified by the ongoing health crisis

Reduced purchasing powers and increased unit prices destabilise brand loyalty

RECOVERY AND OPPORTUNITIES

Declining economy and ongoing concerns undermine on-trade sales

Traditional and healthy kvass sees growth in response to raised awareness of overall health

Low calorie offerings at the forefront of innovation as the health and wellness trend continues to grow

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2015-2020

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2015-2020

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2015-2020

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2015-2020

Table 37 Off-trade Sales of Carbonates by Category: Volume 2015-2020

Table 38 Off-trade Sales of Carbonates by Category: Value 2015-2020

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2015-2020

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2015-2020

Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2015-2020

Table 42 Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2015-2020

Table 43 NBO Company Shares of Off-trade Carbonates: % Volume 2016-2020

Table 44 LBN Brand Shares of Off-trade Carbonates: % Volume 2017-2020

Table 45 NBO Company Shares of Off-trade Carbonates: % Value 2016-2020

Table 46 LBN Brand Shares of Off-trade Carbonates: % Value 2017-2020

Table 47 Forecast Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 48 Forecast Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 49 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 50 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 51 Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2020-2025

Table 52 Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

The health and wellness trend gathers motion in 2020 due to consumer health anxiety regarding COVID-19

The financial backlash of the pandemic leads to intensified economising which benefits products such as nectars

Leading players focus on frequent discounting, however this restricts current value sales

RECOVERY AND OPPORTUNITIES

Price-sensitivity results in consumers cutting back on juice consumption as the economic backdrop worsens

Unit prices continue growing significantly each year

Juice faces competition from carbonates, bottled water and RTD tea

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2015-2020

Table 54 Off-trade Sales of Juice by Category: Value 2015-2020

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2015-2020

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2015-2020

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2016-2020

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2017-2020

Table 59 NBO Company Shares of Off-trade Juice: % Value 2016-2020

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2017-2020

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2020-2025

Table 62 Forecast Off-trade Sales of Juice by Category: Value 2020-2025

Table 63 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 64 Forecast Off-trade Sales of Juice by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Consumers favour tap water when working from home or self-isolating

On-the-go trend interrupted by the outbreak of COVID-19 as consumers spend more time at home

Flavoured bottled water suffers from its perception of being unhealthy as consumers focus on overall health more than ever

RECOVERY AND OPPORTUNITIES

Slow recovery for bottled water from 2021 as the health crisis continues to influence consumption habits

Declining tap water quality and return to busy lifestyles boost the recovery process

The foodservice industry continues to suffer from lack of customers as fears surrounding the virus persist

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2015-2020

Table 66 Off-trade Sales of Bottled Water by Category: Value 2015-2020

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2015-2020

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2015-2020

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2016-2020

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2017-2020

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2016-2020

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2017-2020

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 74 Forecast Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 75 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 76 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

2020 IMPACT

KEY DATA FINDINGS

2020 IMPACT

Consumers switch from on-trade to off-trade consumption, however growth remains limited due to the unhealthy disposition of energy drinks

Players focus on new releases to boost value shares

Discussions about establishing a legal age for energy drinks are underway

RECOVERY AND OPPORTUNITIES

The older generation continue to be more fearful of their overall health post pandemic
Manufacturers must cater to changing consumer demands in order to continue competing

Shelf-space set to increase over the forecast period, alongside marketing via social media

CATEGORY DATA

Table 77 Off-trade Sales of Energy Drinks: Volume 2015-2020

Table 78 Off-trade Sales of Energy Drinks: Value 2015-2020

Table 79 Off-trade Sales of Energy Drinks: % Volume Growth 2015-2020

Table 80 Off-trade Sales of Energy Drinks: % Value Growth 2015-2020

Table 81 NBO Company Shares of Off-trade Energy Drinks: % Volume 2016-2020

Table 82 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2017-2020

Table 83 NBO Company Shares of Off-trade Energy Drinks: % Value 2016-2020

Table 84 LBN Brand Shares of Off-trade Energy Drinks: % Value 2017-2020

Table 85 Forecast Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 86 Forecast Off-trade Sales of Energy Drinks: Value 2020-2025

Table 87 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 88 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Kisel continues to be popular amongst elderly consumers due to low unit prices

Elderly consumers avoid high-risk places such as supermarkets and hypermarkets amidst the pandemic

Concentrates are not sold via the foodservice industry

RECOVERY AND OPPORTUNITIES

Powder concentrates proves exempt from the impact of the complicated economy due to its low unit price

Manufacturers must adapt healthier versions of kisel in order to maintain consumer demand

Lack of promotional activity continues to limit volume growth

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 89 Off-trade Sales of Concentrates (RTD) by Category: Volume 2015-2020

Table 90 Off-trade Sales of Concentrates by Category: Value 2015-2020

Table 91 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2015-2020

Table 92 Off-trade Sales of Concentrates by Category: % Value Growth 2015-2020

Table 93 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2016-2020

Table 94 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2017-2020

Table 95 NBO Company Shares of Off-trade Concentrates: % Value 2016-2020

Table 96 LBN Brand Shares of Off-trade Concentrates: % Value 2017-2020

Table 97 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2016-2020

Table 98 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2017-2020

Table 99 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 100 Forecast Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 101 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 102 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

KEY DATA FINDINGS

2020 IMPACT

Consumers favour necessity instead of indulgence, leading RTD tea to see slowed growth

International manufactures lead sales, with Coca-Cola Co dominating

The health and wellness trend continues to influence innovation

RECOVERY AND OPPORTUNITIES

RTD tea continues to be impacted by the economising trend

A slow recovery for foodservice whilst e-commerce gains popularity

RTD tea faces competition from other product areas that offer greater price-sensitivity and health benefits

CATEGORY DATA

Table 103 Off-trade Sales of RTD Tea by Category: Volume 2015-2020

Table 104 Off-trade Sales of RTD Tea by Category: Value 2015-2020

Table 105 Off-trade Sales of RTD Tea by Category: % Volume Growth 2015-2020

Table 106 Off-trade Sales of RTD Tea by Category: % Value Growth 2015-2020

Table 107 NBO Company Shares of Off-trade RTD Tea: % Volume 2016-2020

Table 108 LBN Brand Shares of Off-trade RTD Tea: % Volume 2017-2020

Table 109 NBO Company Shares of Off-trade RTD Tea: % Value 2016-2020

Table 110 LBN Brand Shares of Off-trade RTD Tea: % Value 2017-2020

Table 111 Forecast Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 112 Forecast Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 113 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth
2020-2025

Table 114 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth
2020-2025

2020 IMPACT

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