

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.

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GLOBAL INDUSTRY ENVIRONMENT

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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

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KEY DATA FINDINGS

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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

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2020 IMPACT

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

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2020 IMPACT

KEY DATA FINDINGS

2020 IMPACT

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Players focus on new releases to boost value shares

Discussions about establishing a legal age for energy drinks are underway

RECOVERY AND OPPORTUNITIES

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KEY DATA FINDINGS

2020 IMPACT

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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

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KEY DATA FINDINGS

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The health and wellness trend continues to influence innovation

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CATEGORY DATA

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2020 IMPACT

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