

# Soft Drinks in Latin America: Keeping a Global Bright Spot Bright

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## Abstracts

As soft drinks consumption in North America and Europe dips, Latin America has been the global bright spot for soft drinks brand owners and bottlers over the recent review period. Emerging national economies, modernising retail channels and rising middle-class incomes will present new growth opportunities over 2012-2017, but categories and brands must carefully align with rising consumer demand for healthier options, particularly among an important core of younger, urban consumers.

Euromonitor International's Soft Drinks in Latin America: Keeping a Global Bright Spot Bright 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, Fruit/Vegetable 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

Regional Overview

Category Insights

Competitive Landscape

Regional Prospects

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