

# Soft Drinks in Lebanon

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## Abstracts

2023 saw pressure on demand for soft drinks ease as the re-dollarisation of the Lebanese pound, rising remittances and buoyant inbound arrivals, spurred by returning expatriates, pushed volume growth. On-trade growth was especially strong as the hospitality sector continued to recover during the post-pandemic era. One key exception to these general trends is bottled water, a category which remains absolutely essential in a country where the tap water cannot be trusted to be safe for drinking.

Euromonitor International's Soft Drinks in Lebanon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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

Soft Drinks in Lebanon  
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### LIST OF CONTENTS AND TABLES

#### SOFT DRINKS IN LEBANON

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for soft drinks?

##### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 18 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: %

## Volume 2023

Table 19 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:

Volume 2023-2028

Table 20 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %

Volume Growth 2023-2028

Table 21 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value  
2023-2028

Table 22 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value  
Growth 2023-2028

Table 23 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume  
2023-2028

Table 24 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth  
2023-2028

Table 25 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 26 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2023-2028

DISCLAIMER

CARBONATES

## 2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 27 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 28 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 29 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 30 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 31 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 32 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 33 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 34 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 36 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 37 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 38 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 39 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 40 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 41 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth  
2023-2028

**Table 42 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028****JUICE**

Table 43 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 44 Off-trade Sales of Juice by Category: Value 2018-2023

Table 45 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 46 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 48 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 49 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 50 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 51 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 52 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 53 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 54 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

**BOTTLED WATER**

Table 55 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 56 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 57 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 58 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 59 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 60 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 61 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 62 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 63 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 64 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 65 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 66 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

**SPORTS DRINKS**

Table 67 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 68 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 69 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 70 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 71 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 72 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 73 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 74 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 75 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 76 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 77 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 78 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

#### ENERGY DRINKS

Table 79 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 80 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 81 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 82 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 83 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 84 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 85 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 86 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 87 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 88 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 89 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 90 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

#### CONCENTRATES

Table 91 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 92 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 93 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 94 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 95 NBO Company Shares of Off-trade Concentrates: % Volume 2019-2023

Table 96 LBN Brand Shares of Off-trade Concentrates: % Volume 2020-2023

Table 97 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 98 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 99 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 100 0 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 101 1 NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2019-2023

Table 102 2 LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2020-2023

Table 103 3 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 104 4 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 105 5 NBO Company Shares of Off-trade Powder Concentrates: % Volume

2019-2023

Table 106 6 LBN Brand Shares of Off-trade Powder Concentrates: % Volume

2020-2023

Table 107 7 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume

2023-2028

Table 108 8 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 109 9 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 110 0 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA

Table 111 1 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 112 2 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 113 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 114 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 115 5 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 116 6 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 117 7 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 118 8 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 119 9 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 120 0 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 121 1 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 122 2 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE

Table 123 3 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 124 4 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 125 5 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 126 6 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 127 7 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 128 8 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 129 9 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 130 0 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 131 1 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 132 2 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 133 3 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 134 4 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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