

2018-2023 Global Soft Drinks Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Soft Drinks market for 2018-2023.

Soft drink, any of a class of nonalcoholic beverages, usually but not necessarily carbonated, normally containing a natural or artificial sweetening agent, edible acids, natural or artificial flavors, and sometimes juice. Natural flavors are derived from fruits, nuts, berries, roots, herbs, and other plant sources.

Soft drinks are called 'soft' in contrast to 'hard drinks' (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic.

The global soft drink industry's top four producers are estimated to account for 39.10% of industry capacity in 2015 with production facilities located around the world. Although not every country is exclusively dominated by multinational companies, these companies tend to dominate the markets in many countries, meaning that they also often directly control the bottling and distribution of their product. Correspondingly, they also have a great influence over most, if not all of the value chain through their superior bargaining power.

The biggest global soft drinks companies in the world are the Coca-Cola Company, PepsiCo, Ting Hsin International Group and Jiaduobao Group.

Once bottled, soft drinks may be distributed through a variety of different channels before making it into the hands of the final consumer. While a portion of the soft drinks are sent from the bottler to distributors, who serve as middlemen facilitating further distribution and warehousing, the majority of soft drinks are sold directly to merchants.

Over the next five years, LPI(LP Information) projects that Soft Drinks will register a xx%

CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Soft Drinks market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Carbonates

Dilutables

Bottled Water

Fruit Juice

Still & Juice Drinks

Segmentation by application:

Supermarket

Convenience Store

Online Stores

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Coca-Cola

PepsiCo

Nestle

Suntory

Danone

Dr Pepper Snapple

Red Bull

Asahi Soft Drinks

Kirin

Otsuka Holdings

Unilever Group

Arizona Beverage

B Natural

POM Wonderful

Highland Spring

Ito En

Britvic

Innocent Drinks

A.G. Barr

Rasna

Parle Agro

Bisleri International

Bottlegreen Drinks

Epicurex

F&N Foods

Ting Hsin International Group

Hangzhou Wahaha Group

Nongfu Spring

Uni-President Enterprises

Jiaduobao Group

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Soft Drinks consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Soft Drinks market by identifying its various subsegments.

Focuses on the key global Soft Drinks manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Soft Drinks with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Soft Drinks submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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