

Carbonated Soft Drinks in Brazil - Market Summary, Competitive Analysis and Forecast to 2024

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Abstracts

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SUMMARY

Carbonated Soft Drinks in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The carbonated soft drinks market consists of retail sale of carbonated drinks. However, the total market volume for carbonated soft drinks market excludes powder concentrates, which are included in the market value. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Brazilian carbonated soft drinks market had total revenues of \$18.7bn in 2019, representing a compound annual rate of change (CARC) of -0.7% between 2015 and 2019.

Market consumption volume declined with a CARC of -3.9% between 2015-2019, to reach a total of 12.7 billion liters in 2019.

Unstable economy and changing consumer preferences during the review period mainly affected the growth of carbonated soft drinks market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the carbonated soft drinks market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the carbonated soft drinks market in Brazil

Leading company profiles reveal details of key carbonated soft drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil carbonated soft drinks market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Brazil carbonated soft drinks market by value in 2019?

What will be the size of the Brazil carbonated soft drinks market in 2024?

What factors are affecting the strength of competition in the Brazil carbonated soft drinks market?

How has the market performed over the last five years?

How large is Brazil's carbonated soft drinks market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Geography segmentation
- 1.6. Market share
- 1.7. Market rivalry
- 1.8. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Geography segmentation
- 4.2. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Brazilian carbonated soft drinks sector?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Coca-Cola Co
- 8.2. Anheuser-Busch InBev SA/NV
- 8.3. PepsiCo Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil carbonated soft drinks market value: \$ million, 2015-19
- Table 2: Brazil carbonated soft drinks market volume: million liters, 2015-19
- Table 3: Brazil carbonated soft drinks market geography segmentation: \$ million, 2019
- Table 4: Brazil carbonated soft drinks market distribution: % share, by volume, 2019
- Table 5: Brazil carbonated soft drinks market value forecast: \$ million, 2019-24
- Table 6: Brazil carbonated soft drinks market volume forecast: million liters, 2019-24
- Table 7: Brazil carbonated soft drinks market share: % share, by volume, 2019
- Table 9: The Coca-Cola Co: Key Employees
- Table 10: The Coca-Cola Co: Key Employees Continued
- Table 11: The Coca-Cola Co: Key Employees Continued
- Table 12: The Coca-Cola Co: Key Employees Continued
- Table 14: Anheuser-Busch InBev SA/NV: Key Employees
- Table 15: Anheuser-Busch InBev SA/NV: Key Employees Continued
- Table 17: PepsiCo Inc: Key Employees
- Table 18: PepsiCo Inc: Key Employees Continued
- Table 19: PepsiCo Inc: Key Employees Continued
- Table 20: PepsiCo Inc: Key Employees Continued
- Table 21: Brazil size of population (million), 2015-19
- Table 22: Brazil gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Brazil gdp (current prices, \$ billion), 2015-19
- Table 24: Brazil inflation, 2015-19
- Table 25: Brazil consumer price index (absolute), 2015-19
- Table 26: Brazil exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Brazil carbonated soft drinks market value: \$ million, 2015-19

Figure 2: Brazil carbonated soft drinks market volume: million liters, 2015-19

Figure 3: Brazil carbonated soft drinks market geography segmentation: % share, by value, 2019

Figure 4: Brazil carbonated soft drinks market distribution: % share, by volume, 2019

Figure 5: Brazil carbonated soft drinks market value forecast: \$ million, 2019-24

Figure 6: Brazil carbonated soft drinks market volume forecast: million liters, 2019-24

Figure 7: Forces driving competition in the carbonated soft drinks market in Brazil, 2019

Figure 8: Drivers of buyer power in the carbonated soft drinks market in Brazil, 2019

Figure 9: Drivers of supplier power in the carbonated soft drinks market in Brazil, 2019

Figure 10: Drivers of degree of rivalry in the carbonated soft drinks market in Brazil, 2019

Figure 11: Brazil carbonated soft drinks market share: % share, by volume, 2019

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