

# Iceland: Soft Drinks Market and the Impact of COVID-19 in the Medium Term

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## Abstracts

This report presents a comprehensive overview of the soft drinks market in Iceland and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the soft drinks market in Iceland, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the soft drinks market in Iceland includes:

Analysis and forecast for the economy of Iceland;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the soft drinks market in Iceland, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF SOFT DRINKS**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF ICELAND**

- 5.1. Characteristics of the economy of Iceland in the last 5 years
- 5.2. Forecast for the development of the economy of Iceland for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE SOFT DRINKS MARKET IN ICELAND**

- 6.1. Volume, value and dynamics of the soft drinks market in Iceland in the last 5 years
- 6.2. Structure of the soft drinks market in Iceland in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the soft drinks market in Iceland by origin
- 6.4. Key recent trends on the soft drinks market in Iceland
- 6.5. Competitive landscape of the market
- 6.6. Key drivers and restraints for the market development in the medium term
- 6.7. Forecast for development of the soft drinks market in Iceland for the next 5 years

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF SOFT DRINKS IN ICELAND**

- 7.1. Business tendencies in the industrial production in Iceland in the last 5 years
- 7.2. Volume, value and dynamics of the domestic production of soft drinks in Iceland in the last 5 years
- 7.3. Share of Iceland in the European production of soft drinks

7.4. Characteristics of the main producers of soft drinks in Iceland

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF SOFT DRINKS IN ICELAND**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of soft drinks in Iceland in the last 5 years

8.4. Characteristics of other prices of soft drinks

## **9. FOREIGN TRADE OPERATIONS OF SOFT DRINKS IN ICELAND**

9.1. General foreign trade operations of Iceland

9.2. Foreign trade operations of soft drinks in Iceland in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF SOFT DRINKS TO THE ICELANDIC MARKET**

10.1. Volume, value and dynamics of the imports of soft drinks to Iceland in the last 5 years

10.2. Main countries, importing soft drinks to Iceland

10.3. Structure of the imports of soft drinks by types of products

10.4. Share of Iceland in the European imports of soft drinks

10.5. Domestic companies, main importers of soft drinks to the Icelandic market

## **11. OVERVIEW AND ANALYSIS OF THE ICELANDIC EXPORTS OF SOFT DRINKS**

11.1. Volume, value and dynamics of the Icelandic exports of soft drinks in the last 5 years

11.2. Recipient countries of the Icelandic exports of soft drinks

11.3. Structure of the Icelandic exports of soft drinks by types of products

11.4. Share of Iceland in the European exports of soft drinks

11.5. Domestic companies, main exporters of soft drinks from the territory of Iceland

## **12. CHARACTERISTICS OF THE CONSUMPTION OF SOFT DRINKS IN ICELAND**

12.1. Volume, value and dynamics of the consumption of soft drinks in Iceland in the last 5 years

12.2. Structure of the consumption of soft drinks in Iceland in the last 5 years (by origin,

by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of soft drinks in Iceland in the last 5 years

12.4. Balance between supply and demand on the soft drinks market in Iceland in the last 5 years and forecast for the next 5 years

### **13. FORECAST FOR DEVELOPMENT OF THE SOFT DRINKS MARKET IN ICELAND FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the soft drinks market in Iceland in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the soft drinks market in Iceland in the last 5 years

Key indicators of the economy of Iceland in the last 5 years

Forecast for the economy of Iceland for the next 3 years

Volume and dynamics of the soft drinks market in Iceland in the last 5 years

Value and dynamics of the soft drinks market in Iceland in the last 5 years

Structure of the soft drinks market in Iceland in the last 5 years, in physical terms

Structure of the soft drinks market in Iceland in the last 5 years, in value terms

Structure of the soft drinks market in Iceland by origin in the last 5 years, in physical terms

Structure of the soft drinks market in Iceland by origin in the last 5 years, in value terms

Key business tendencies in the industrial production in Iceland in the last 5 years

Volume and dynamics of the domestic production of soft drinks in Iceland in the last 5 years

Value and dynamics of the domestic production of soft drinks in Iceland in the last 5 years

Value chain analysis of the soft drinks market in Iceland

Cost breakdown of the price formation of soft drinks in Iceland, in %

Volume and dynamics of the average producer prices of soft drinks in Iceland in the last 5 years

Volume and dynamics of other prices of soft drinks in Iceland (wholesale, distributor, retail, etc.) in the last 5 years

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Trade balance of soft drinks foreign trade in Iceland in the last 5 years, in physical terms

Trade balance of soft drinks foreign trade in Iceland in the last 5 years, in value terms

Volume and dynamics of the imports of soft drinks to Iceland in the last 5 years

Value and dynamics of the imports of soft drinks to Iceland in the last 5 years

Main countries, importing soft drinks to Iceland in the last 5 years, in physical terms

Main countries, importing soft drinks to Iceland in the last 5 years, in value terms

Structure of the imports of soft drinks by types of soft drinks in the last 5 years, in physical terms

Structure of the imports of soft drinks by types of soft drinks in the last 5 years, in value terms

Volume and dynamics of the Icelandic exports of soft drinks in the last 5 years

Value and dynamics of the Icelandic exports of soft drinks in the last 5 years

Recipient countries of the Icelandic exports of soft drinks in the last 5 years, in physical terms

Recipient countries of the Icelandic exports of soft drinks in the last 5 years, in value terms

Structure of the Icelandic exports of soft drinks by types of soft drinks in the last 5 years, in physical terms

Structure of the Icelandic exports of soft drinks by types of soft drinks in the last 5 years, in value terms

Volume and dynamics of the consumption of soft drinks in Iceland in the last 5 years

Value and dynamics of the consumption of soft drinks in Iceland in the last 5 years

Structure of the consumption of soft drinks in Iceland in the last 5 years, in physical terms

Structure of the consumption of soft drinks in Iceland in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of soft drinks in Iceland in the last 5 years

Value and dynamics of the per capita consumption of soft drinks in Iceland in the last 5 years

Balance between supply and demand on the soft drinks market in Iceland in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the soft drinks market in Iceland in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of soft drinks in Iceland for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of soft drinks in Iceland for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of soft drinks in Iceland for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

Information, presented in figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the soft drinks market in Iceland in the last 5 years

Value and dynamics of the soft drinks market in Iceland in the last 5 years

Structure of the soft drinks market in Iceland in the last 5 years, in physical terms

Structure of the soft drinks market in Iceland in the last 5 years, in value terms

Structure of the soft drinks market in Iceland by origin in physical terms in the last 5 years



Structure of the soft drinks market in Iceland by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of soft drinks in Iceland in the last 5 years

Value and dynamics of the domestic production of soft drinks in Iceland in the last 5 years

Value chain analysis of the soft drinks market in Iceland

Structure of the soft drinks price formation in Iceland, in %

Deviation of the average producer prices of soft drinks in Iceland in the last 5 years

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Trade balance of soft drinks foreign trade in Iceland in the last 5 years, in physical terms

Trade balance of soft drinks foreign trade in Iceland in the last 5 years, in value terms

Volume and dynamics of the imports of soft drinks to Iceland in the last 5 years

Value and dynamics of the imports of soft drinks to Iceland in the last 5 years

Main countries, importing soft drinks to Iceland in the last 5 years, in physical terms

Main countries, importing soft drinks to Iceland in the last 5 years, in value terms

Volume and dynamics of the imports of soft drinks by types of soft drinks in the last 5 years

Value and dynamics of the imports of soft drinks by types of soft drinks in the last 5 years

Volume and dynamics of the Icelandic exports of soft drinks in the last 5 years

Value and dynamics of the Icelandic exports of soft drinks in the last 5 years

Recipient countries of the Icelandic exports of soft drinks in the last 5 years, in physical terms

Recipient countries of the Icelandic exports of soft drinks in the last 5 years, in value terms

Structure of the Icelandic exports of soft drinks by types of soft drinks in the last 5 years, in physical terms

Structure of the Icelandic exports of soft drinks by types of soft drinks in the last 5 years, in value terms

Volume and dynamics of the consumption of soft drinks in Iceland in the last 5 years

Value and dynamics of the consumption of soft drinks in Iceland in the last 5 years

Volume and dynamics of the per capita consumption of soft drinks in Iceland in the last 5 years

Value and dynamics of the per capita consumption of soft drinks in Iceland in the last 5 years

Balance between supply and demand on the soft drinks market in Iceland in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the soft drinks market in Iceland in the last 5

years and forecast for the next 5 years, in value terms

Forecast for the total supply of soft drinks in Iceland for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of soft drinks in Iceland for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of soft drinks in Iceland for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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