

The Rise of Countertop Beverage Systems in Soft Drinks

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Report description:

Soft drinks and, moreover, the plastic bottles that are used as packaging, have drawn attention for not being sustainable enough. Home soda makers are competing strongly in some markets, as consumers increasingly favour package-less solutions for preparing their beverages at home. This report looks at some key markets for home soda makers, and evaluates their impact on the soft drinks industry.

Euromonitor International's The Rise of Countertop Beverage Systems in Soft Drinks 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, 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

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