

## **Carbonates in Canada**

Market Direction | 2022-11-28 | 32 pages | Euromonitor

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### **Report description:**

Over the review period, demand for carbonates through both off-trade and on-trade channels had been steadily declining in line with the developing health and wellness trend in the country. This trend is particularly evident amongst the core consumer group of millennials and led to increasing concerns about the high sugar content of carbonates, resulting in a greater focus on natural, less processed soft drinks. In response to the COVID-19 pandemic in 2020 however, carbonates saw a small increase...

Euromonitor International's Carbonates in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), 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 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Carbonates 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.

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November 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The on-trade and off-trade see reversed trends in 2022 as the COVID-19 pandemic comes to a gradual end

Zero sugar carbonates outpace the rest of the category

Giants Coca-Cola and PepsiCo Beverages Canada discontinue less popular brands

#### PROSPECTS AND OPPORTUNITIES

Non-cola carbonates set to fare better due to the positive performance of tonic water/mixers/other bitters

Tonic water/mixers/other bitters benefits from growing cocktail culture

With carbonates perceived as unhealthy, more Canadians are turning to bottled water and cold-pressed juice

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