

## **Soft Drinks in Jordan**

Market Direction | 2022-12-08 | 65 pages | Euromonitor

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### **Report description:**

In 2022, most categories within soft drinks will see an improved performance in comparison with 2020 and 2021 due to the COVID-19 pandemic coming to an end. On-trade sales in particular will perform well in line with restrictions easing and consumers once again socialising outside of their homes. However, despite the COVID-19 pandemic more or less coming to an end, the industry now faces a set of new problems due to the rising cost of living, global inflation, and fuel shortages. This is forcing...

Euromonitor International's Soft Drinks in Jordan 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: 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 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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Euromonitor International  
December 2022

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