

Carbonates in Canada

Market Direction | 2023-12-13 | 32 pages | Euromonitor

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Report description:

Off-trade volume sales declined in 2023 due to ongoing negative public perceptions around carbonates. Rising health consciousness has led consumers to shift towards healthier options such as sparkling bottled water and RTD tea juices. This trend has accelerated post-COVID-19 as Canadians pay more attention to their diet. Inflationary pressures have also reduced volume sales, as consumers purchase smaller or single packs instead of multipacks in order to save money.

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 (2018-2022), 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 2027 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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Table of Contents:

Carbonates in Canada
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List Of Contents And Tables

CARBONATES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates sees off-trade volume decline in 2023

New product development focuses on functional benefits with reduced or zero sugar

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

PROSPECTS AND OPPORTUNITIES

Non-cola carbonates set to benefit from popularity tonic water/mixers/other bitters

Healthy variants are likely to emerge as players seek to differentiate in a crowded arena

Growing health consciousness impact category performance in the years ahead

CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 □ Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 □ NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 □ LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 □ NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 □ LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 □ Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 □ Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 □ Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 □ Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 □ Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 □ Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

SOFT DRINKS IN CANADA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

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Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 30 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 31 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 32 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 33 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 34 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 35 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 36 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 37 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 38 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 39 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 40 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 41 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 42 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 43 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 44 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 45 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 46 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 47 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 48 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 49 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 50 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 51 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 52 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Canada

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SOURCES

Summary 1 Research Sources

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