

Soft Drinks in Cote d'Ivoire

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Report description:

In 2023, soft drinks continued to recover from the COVID-19 pandemic, though it had to deal with an ongoing, if lessening, international inflationary context and fuel price hikes. This affected household incomes with many consumers economising and prioritising more essential items, which the majority of soft drinks are not. Consumers also down traded to more affordable brands, switching to home-made variants, or migrated to cheaper categories such as bottled water, which performed well.

Euromonitor International's Soft Drinks in Cote d'Ivoire report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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.

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