

## **Soft Drinks in Ethiopia**

Market Direction | 2024-01-16 | 54 pages | Euromonitor

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### **Report description:**

Despite facing challenges such as political instability, internal conflicts, and disruptions in the value chain following the Russia invasion of Ukraine, the Ethiopian soft drinks market continued to grow steadily in 2023. Water shortages increased demand for bottled water, while the leading brands in carbonates benefited from widespread distribution and diverse portfolios. However, foreign currency shortages impacted imported juice, energy drinks, and concentrates.

Euromonitor International's Soft Drinks in Ethiopia 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.

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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