

## **Carbonates in China**

Market Direction | 2024-11-11 | 37 pages | Euromonitor

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### **Report description:**

In 2024, carbonates in China is set to experience a further slowdown in off-trade volume growth, driven by the shifting consumer preference towards healthier and functional beverages, such as reduced sugar still RTD tea. Despite the projected low single-digit growth rate for carbonates in off-trade volume terms in 2024, off-trade current value growth is expected to outpace volume growth. This can largely be attributed to price increases introduced by carbonates manufacturers over the past couple...

Euromonitor International's Carbonates in China 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: 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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#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Off-trade volume growth of carbonates slows significantly, but average unit prices rise

Growth continues for reduced sugar carbonates, yet the rate of increase notably slows

The introduction of new flavours in carbonates has become increasingly frequent

#### PROSPECTS AND OPPORTUNITIES

Carbonates faces fierce competition from other soft drinks categories

Cross-category collaborations between carbonates and alcoholic drinks have emerged as a significant growth opportunity in China

Although the off-trade accounts for the majority of sales in carbonates, on-trade growth is expected to accelerate in the future

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