

## **Soft Drinks in Bangladesh**

Market Direction | 2024-11-11 | 58 pages | Euromonitor

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### **Report description:**

Economic pressures, high inflation and political unrest continues to be seen in Bangladesh which is creating instability with imports becoming challenging. As a result, new product development has been limited in soft drinks. Prices stabilised in 2024 despite elevated inflation which helped to sustain demand for soft drinks. There has been a growing dependence on small and medium pack sizes due to budgetary constraints with younger generations showing more interest in new tastes and flavours.

Euromonitor International's Soft Drinks in Bangladesh 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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