

## **Soft Drinks in China**

Market Direction | 2024-11-11 | 102 pages | Euromonitor

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### **Report description:**

In 2024, both off-trade volume and current value growth of soft drinks in China are set to maintain mid single-digit increases. Health remains a crucial factor influencing the consumption behaviour of Chinese consumers, especially in soft drinks. A key driver behind the growth in volume and value sales is therefore the prevalence of sugar-free and reduced sugar beverage options. According to data from Euromonitor's Passport system, in several categories, including RTD tea, carbonates, and sports...

Euromonitor International's Soft Drinks 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: 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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## Table of Contents:

Soft Drinks in China  
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### List Of Contents And Tables

#### SOFT DRINKS IN CHINA

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 ☐Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

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Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in China

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN CHINA

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

## CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

## JUICE IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

The demand for healthy and natural juices is increasing

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Scenario-based marketing for juice

Innovative flavours and combinations

#### PROSPECTS AND OPPORTUNITIES

Future trends in distribution channels for juice

Nutrient supplementation: Juices will continue to become more functional

The continued rise of premiumisation in juice

#### CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 58 Off-trade Sales of Juice by Category: Value 2019-2024

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

#### BOTTLED WATER IN CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Expanding variety of household consumption scenarios fuels the development of bottled water

The concentration of still bottled water in China remains high

The functionality of bottled water tends to be a focus of consumers

#### PROSPECTS AND OPPORTUNITIES

Bottled water brands offer a wider variety of sparkling flavours to attract younger consumers

Chinese consumers' bottled water consumption scenarios have become increasingly segmented

Rapid growth of large-pack still bottled water shows a good opportunity for the future

#### CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

#### SPORTS DRINKS IN CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Popularity of outdoor sports drives the growth of sports drinks

Alienergy sees sustained sales growth, taking the lead in sports drinks in value terms

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Focus on electrolytes in sports drinks in China

#### PROSPECTS AND OPPORTUNITIES

Sports drinks expected to offer benefits beyond basic hydration

Packaging and product formats for sports drinks have become a new focus area for brand development

Consumers are expecting new flavour innovations in sports drinks

#### CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

#### ENERGY DRINKS IN CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

The usage scenarios for energy drinks are becoming increasingly diverse

The competition in energy drinks is becoming increasingly intense

The ingredients in energy drinks are also becoming more diverse

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar energy drinks expected to be an important focus

The distinction between energy drinks and sports drinks is becoming increasingly blurred

Concerns amongst Chinese consumers regarding sugar and caffeine intake may affect the prospects for energy drinks

#### CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

#### CONCENTRATES IN CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Lacking product differentiation and innovation, demand for concentrates is weak and falling

Liquid concentrates is highly competitive, while Tang continues to lead powder concentrates

Manufacturers emphasise their health positioning

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## PROSPECTS AND OPPORTUNITIES

Forecast decline in off-trade RTD volume and value sales, driven by powder concentrates

Liquid concentrates set to maintain growth, but will still experience challenges

Lemon Republic launches lemon liquid concentrates to meet consumer preferences amidst intense competition

## CATEGORY DATA

Concentrates conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

## RTD TEA IN CHINA

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Health and sugar reduction trends drive rapid growth for reduced sugar still RTD tea

Upgrades and innovations in RTD tea further propel growth

Reduced sugar still RTD tea has become increasingly crowded, leading to intensified competition

## PROSPECTS AND OPPORTUNITIES

RTD tea expected to capture share from freshly-made tea drinks in the future

Convenience stores is becoming a growing distribution channel for RTD tea

Live-streaming e-commerce may further stimulate sales of RTD tea

## CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

## RTD COFFEE IN CHINA

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Changes in consumer preference and competition weaken demand for RTD coffee

More players launch RTD coffee for portfolio diversification

Packaging diversification supports a wide range of consumption scenarios in a highly competitive market

### PROSPECTS AND OPPORTUNITIES

The introduction of health-oriented RTD coffee and flavour innovations will drive growth

RTD coffee expected to see further segmentation, driven by diverse consumer demand

Omnichannel strategy key for both leading and emerging brands

### CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

## ASIAN SPECIALITY DRINKS IN CHINA

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Rising demand for health-driven Asian speciality drinks ? fruit vinegar leads the way

Long-term potential for bird's nest drinks is questionable

Tiandi No 1 leads sales and growth in Asian speciality drinks, with Aqua More following

### PROSPECTS AND OPPORTUNITIES

Expansion of retail e-commerce channels

Packaging will continue to see innovation and adaptation to fast-paced lifestyles

Functionality and health benefits will continue to provide opportunities for Asian speciality drinks

### CATEGORY DATA

Table 145 Off-trade Sales of Asian Speciality Drinks: Volume 2019-2024

Table 146 Off-trade Sales of Asian Speciality Drinks: Value 2019-2024

Table 147 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2019-2024

Table 148 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2019-2024

Table 149 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2024

Table 150 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2024

Table 151 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2020-2024

Table 152 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2021-2024

Table 153 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2024-2029

Table 154 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2024-2029

Table 155 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2024-2029

Table 156 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2024-2029

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