

**Asian Speciality Drinks in Australia**

Market Direction | 2024-11-18 | 30 pages | Euromonitor

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**Report description:**

Asian speciality drinks in Australia, including jelly beverages such as grass jelly, sugar cane drinks, and lactic acid beverages, continue to occupy a niche space in local soft drinks. However, consumer interest is gradually growing, driven by the expansion of the international food aisle by chained retailer Woolworths to cater to the diverse population, which now includes over 30% of residents born overseas. Mogu Mogu from Sappe Plc Co Ltd remains the most popular brand of Asian speciality dri...

Euromonitor International's Asian Speciality Drinks in Australia 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Asian Speciality 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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