

Soft Drinks in Laos

Market Direction | 2024-12-02 | 66 pages | Euromonitor

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Report description:

In 2024, soft drinks in Laos faced threats from high inflationary pressure on consumer spending power. Economic instability hindered the demand for perceived non-essential goods, such as soft drinks. Supply issues remained, but logistics continued to improve. Companies looked to offer more affordable and healthier options and packaging change to meet consumer needs. Other growth factors included urbanisation, the development of modern retailing, faster tourism flows and marketing and promotion.

Euromonitor International's Soft Drinks in Laos 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.

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