

## **Soft Drinks in Cambodia**

Market Direction | 2025-01-16 | 66 pages | Euromonitor

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### **Report description:**

Soft drinks Cambodia has experienced noticeable growth in 2024, driven by factors such as rapid urbanisation, rising incomes, and evolving consumer preferences that mirror the fast-paced lifestyles of individuals seeking convenience in their daily routines. The market is highly competitive, characterised by a diverse mix of local and international brands vying for market share. Each brand employs various strategies, including innovative marketing campaigns, distinctive product differentiation, a...

Euromonitor International's Soft Drinks in Cambodia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 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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