

**Soft Drinks in Sri Lanka**

Market Direction | 2025-01-22 | 63 pages | Euromonitor

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**Report description:**

Sales of soft drinks saw strong growth in off-trade volume terms in 2024 thanks in part to improvements in the local economy. Consumers are showing an increasing inclination towards healthier options - such as reduced sugar and functional products. Larger companies expanded their product lines to include natural ingredients, while smaller companies focused on sustainability and eco-friendly packaging. The ongoing expansion of e-commerce can be attributed to the growing desire for convenience.

Euromonitor International's Soft Drinks in Sri Lanka 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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Euromonitor International  
January 2025

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