

## Affordability, Value and Soft Drinks

Global Strategy | 2025-02-12 | 42 pages | Euromonitor

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## Report description:

Affordability is reshaping consumer priorities as cost-of-living challenges persist, driving demand for budget-friendly brands. Health and functionality are key focus areas, with hydration powders and gut-health drinks growing. Emerging markets in Africa, the Middle East and APAC lead soft drinks volume growth, requiring localised strategies. Demographic shifts and fragmented retail channels add complexity, pushing brands to adapt through innovation, regional partnerships and tailored products.

Euromonitor International's Affordability, Value and Soft Drinks global briefing offers an insight into to the size and shape of the Soft Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on value and volume for both off trade and on trade.

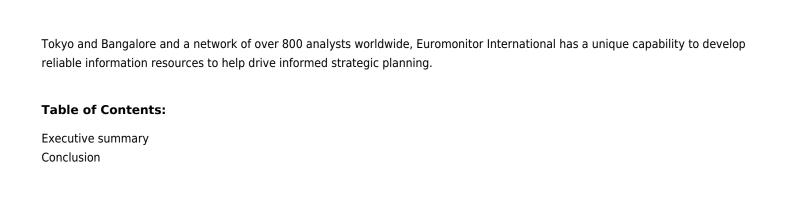
Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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,



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