

Carbonated Soft Drinks - China - March 2012

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China's carbonated soft drink market is growing at a low-teen rate which is significantly faster than other global markets (US/UK). However, on a per capita basis, the consumption of carbonated soft drinks in China is still low at an estimated 10.34 litres per person in 2011 compared to an estimated 167.5 litres per person in the US in 2010, indicating the potential for growth in the marketplace. The dominance of Coca-Cola Company and PepsiCo of the carbonated soft drinks market in China has meant that smaller companies are struggling to establish themselves in the market.

- Tan Heng Hong, Research Manager

In this report we answer the key questions:

- How can smaller players compete in a market dominated by Coca-Cola Co and PepsiCo?
- Are there opportunities for natural carbonated soft drinks in China?
- How mini packs can be successfully used to increase sales?
- What other opportunities in the on-trade channel can be tapped to increase the potential for carbonated soft drinks in this channel?

Definition:

This market covers packaged cola, lemon/lemon & lime, orange and other flavoured carbonated soft drinks. Other flavoured carbonated soft drinks include carbonated mixers such as sodas, tonic, salted soda and carbonated soft drinks with flavours such as apple and Sarsi but exclude carbonated fruit juices, sparkling water, iced tea, energy and sports drinks. Market size is based on sales through all retail channels (off-trade) and non-retail sales (hotel, food and restaurant or HoReCa, also known as on-trade).

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