

## Carbonated Soft Drinks - Canada - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Natural sweeteners such as stevia may help to reduce these perceptions of artificiality and help to boost consumption among Millennial females.”  
- Warren de Lima, Senior Food and Drink Analyst

### This report looks at the following areas:

- Lower/no-calorie CSDs continue to provide growth opportunities
- Boosting CSD usage among Millennial females
- Increasing product transparency can also benefit CSD brands
- Food-based consumption occasions can boost sales

Carbonated soft drinks (CSDs) remains a popular category. The category's ability to cater for different tastes and interests has ensured that it continues to grow. However, the market has continued to face challenges from health-related organisations over the sugar content of many CSD products.

Coca-Cola and Pepsi continue to dominate the market but there appears to also be growing interest in other flavoured carbonates, often coming from smaller operators. The market remains a proactive one in innovation terms, with Coca-Cola's launch of a customisable carbonate machine (Keurig Cola) adding further to consumer interest in more tailored CSD products. The category remains diverse and suited to consumption across a wide variety of occasions, with value and volume growth expected to continue in a challenging soft drinks market in the coming years.

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### DID YOU KNOW?

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