Carbonated Soft Drinks - Canada - July 2014

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

“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.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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