

Carbonates in Canada

December 2023

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Carbonates in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates sees off-trade volume decline in 2023

New product development focuses on functional benefits with reduced or zero sugar Giants Coca-Cola and PepsiCo Beverages Canada discontinue less popular brands

PROSPECTS AND OPPORTUNITIES

Non-cola carbonates set to benefit from popularity tonic water/mixers/other bitters

Healthy variants are likely to emerge as players seek to differentiate in a crowded arena

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