

# Soft Drinks in Laos

January 2024

Table of Contents

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for soft drinks?

Chart 1 - Soft Drinks: Street Stall

Chart 2 - Soft Drinks: Traditional Retailer

### MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 14 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 17 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 18 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 19 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 20 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 23 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 24 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 25 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 26 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

### DISCLAIMER

### CARBONATES

2023 Developments

Prospects and Opportunities

Category Data

Table 27 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 28 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 29 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 30 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 31 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 32 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 33 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 34 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 35 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023  
Table 36 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023  
Table 37 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023  
Table 38 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023  
Table 39 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028  
Table 40 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028  
Table 41 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028  
Table 42 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

## JUICE

2023 Developments

Prospects and Opportunities

Category Data

Table 43 - Off-trade Sales of Juice by Category: Volume 2018-2023  
Table 44 - Off-trade Sales of Juice by Category: Value 2018-2023  
Table 45 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023  
Table 46 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023  
Table 47 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023  
Table 48 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023  
Table 49 - NBO Company Shares of Off-trade Juice: % Value 2019-2023  
Table 50 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023  
Table 51 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028  
Table 52 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028  
Table 53 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028  
Table 54 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## BOTTLED WATER

2023 Developments

Prospects and Opportunities

Category Data

Table 55 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023  
Table 56 - Off-trade Sales of Bottled Water by Category: Value 2018-2023  
Table 57 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023  
Table 58 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023  
Table 59 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023  
Table 60 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023  
Table 61 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023  
Table 62 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023  
Table 63 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028  
Table 64 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028  
Table 65 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028  
Table 66 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## SPORTS DRINKS

2023 Developments

Prospects and Opportunities

Category Data

Table 67 - Off-trade Sales of Sports Drinks: Volume 2018-2023  
Table 68 - Off-trade Sales of Sports Drinks: Value 2018-2023  
Table 69 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023  
Table 70 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023  
Table 71 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023  
Table 72 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 73 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023  
Table 74 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023  
Table 75 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028  
Table 76 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028  
Table 77 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028  
Table 78 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## ENERGY DRINKS

2023 Developments

Prospects and Opportunities

Category Data

Table 79 - Off-trade Sales of Energy Drinks: Volume 2018-2023  
Table 80 - Off-trade Sales of Energy Drinks: Value 2018-2023  
Table 81 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023  
Table 82 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023  
Table 83 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023  
Table 84 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023  
Table 85 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023  
Table 86 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023  
Table 87 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028  
Table 88 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028  
Table 89 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028  
Table 90 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## CONCENTRATES

2023 Developments

Prospects and Opportunities

Category Data

Table 91 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023  
Table 92 - Off-trade Sales of Concentrates by Category: Value 2018-2023  
Table 93 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023  
Table 94 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023  
Table 95 - NBO Company Shares of Off-trade Concentrates: % Volume 2019-2023  
Table 96 - LBN Brand Shares of Off-trade Concentrates: % Volume 2020-2023  
Table 97 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023  
Table 98 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023  
Table 99 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023  
Table 100 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023  
Table 101 - NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2019-2023  
Table 102 - LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2020-2023  
Table 103 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028  
Table 104 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028  
Table 105 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028  
Table 106 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## RTD TEA

2023 Developments

Prospects and Opportunities

Category Data

Table 107 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023  
Table 108 - Off-trade Sales of RTD Tea by Category: Value 2018-2023  
Table 109 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023  
Table 110 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 111 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023  
 Table 112 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023  
 Table 113 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023  
 Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023  
 Table 115 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028  
 Table 116 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028  
 Table 117 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028  
 Table 118 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

## RTD COFFEE

2023 Developments

Prospects and Opportunities

Category Data

Table 119 - Off-trade Sales of RTD Coffee: Volume 2018-2023  
 Table 120 - Off-trade Sales of RTD Coffee: Value 2018-2023  
 Table 121 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023  
 Table 122 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023  
 Table 123 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023  
 Table 124 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023  
 Table 125 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023  
 Table 126 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023  
 Table 127 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028  
 Table 128 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028  
 Table 129 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028  
 Table 130 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

## ASIAN SPECIALITY DRINKS

2023 Developments

Prospects and Opportunities

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-in-laos/report](http://www.euromonitor.com/soft-drinks-in-laos/report).