

# Carbonates in Asia Pacific

February 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Carbonates in Asia Pacific records fastest growth over the review period  
Retail volume exceeds pre-pandemic level thanks to China's strong growth  
China leads Asia Pacific with strong growth for non-cola carbonates  
Lacklustre growth observed across Southeast Asian markets  
Consumer preference drives non-cola carbonates in India and Vietnam  
China is the main growth driver for both non-cola and cola carbonates  
Product reformulation and consumer behaviour favour sugar reduction  
More zero sugar carbonates launched by global and local manufacturers  
Small grocers and other grocery retailers are crucial in emerging markets  
Sustainability and practicality boost the use of rPET packaging

## LEADING COMPANIES AND BRANDS

Carbonates market in Asia Pacific is still highly consolidated  
Coca-Cola and Pepsi maintain stable market share position  
China has two local brands that are among the top five leading brands  
Coca-Cola brand continues to lead carbonates in Asia Pacific

## FORECAST PROJECTIONS

Markets are likely to see much lower growth or decline over forecast period  
Product innovation set to occur amidst challenging environment  
Habit persistence is a crucial growth driver in most Asia Pacific markets  
Habit persistence drives forecast growth in most Asia Pacific markets  
"Soft drivers" is the main growth driver for Hong Kong and Taiwan

## COUNTRY SNAPSHOTS

China: Market Context  
China: Competitive and Retail Landscape  
Japan: Market Context  
Japan: Competitive and Retail Landscape  
India: Market Context  
India: Competitive and Retail Landscape  
Indonesia: Market Context  
Indonesia: Competitive and Retail Landscape  
Pakistan: Market Context  
Pakistan: Competitive and Retail Landscape  
Philippines: Market Context  
Philippines: Competitive and Retail Landscape  
Vietnam: Market Context  
Vietnam: Competitive and Retail Landscape  
Thailand: Market Context  
Thailand: Competitive and Retail Landscape  
South Korea: Market Context  
South Korea: Competitive and Retail Landscape  
Taiwan: Market Context  
Taiwan: Competitive and Retail Landscape  
Malaysia: Market Context  
Malaysia: Competitive and Retail Landscape  
Kazakhstan: Market Context

Kazakhstan: Competitive and Retail Landscape  
Hong Kong, China: Market Context  
Hong Kong, China: Competitive and Retail Landscape  
Singapore: Market Context  
Singapore: Competitive and Retail Landscape  
Uzbekistan: Market Context  
Uzbekistan: Competitive and Retail Landscape  
Azerbaijan: Market Context  
Azerbaijan: Competitive and Retail Landscape

## 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/carbonates-in-asia-pacific/report](http://www.euromonitor.com/carbonates-in-asia-pacific/report).