

Soft Drinks: Quarterly Statement Q1 2021

March 2021

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Scope Key findings

Q1 SOFT DRINKS UPDATE

Updated quarterly forecast for soft drinks: baseline versus quarterly update Alternative soft drinks scenarios depending on vaccines and variants Hard and soft driver effects in the soft drinks forecast model India and Indonesia among the largest market downgrades in Q1 The pace of on-trade recovery will shape recovery in soft drinks A Q1 sugar tax fuels price growth and volume declines in Poland Smaller, sustainable, higher margin packaging launches feature in Q1 Preparing to meet beverage demand when - and where - it returns Long-term discussion of key drivers

Q1 MACROECONOMIC UPDATE

Global baseline outlook: downside risks to the recovery have declined Uncertainty remains high, but with a more optimistic tilt Real GDP annual growth forecasts and revisions from last quarter, AE (%, percentage points) Real GDP annual growth forecasts and revisions from last quarter, EMDE (%, percentage points) COVID-19 scenarios summary

ABOUT OUR INDUSTRY FORECAST MODEL

Euromonitor International and COVID-19: Forecasts and analysis Timeline: Soft Drinks quarterly updates

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