

# Soft Drinks in Asia Pacific

March 2024

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific has the biggest regional soft drinks market

Positive growth throughout 2018-2028 bar the pandemic-induced decline in 2020

Asia Pacific has the highest sales of bottled water among the regions

Energy drinks becoming everyday beverages in South Korea

Indian energy drinks recording very dynamic growth over 2018-2023

Bottled water dominates the new sales added in Asia Pacific over 2018-2023

Health consciousness impacting consumer choices and new product developments

Small local grocers lead off-trade distribution of soft drinks in Asia Pacific

Despite losses in the pandemic, vending remains a key channel in Japan

## LEADING COMPANIES AND BRANDS

Relatively fragmented competitive landscape in China

Carbonates multinationals Coca-Cola and PepsiCo the leading players

Coca-Cola and PepsiCo present across the Asia Pacific region

Nongfu Spring becomes the leading brand in Asia Pacific soft drinks in 2023

## FORECAST PROJECTIONS

Positive growth expected throughout the forecast period

Health and wellness expected to play an increasingly important role

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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