APAC Carbonated Soft Drinks Market: By Type (Cola, Fruit Flavored, Carbonated Bottled Water); By Channel (Retail, On-Trade, Vending, Online Retail) - Forecast (2015 - 2020)

Description:
Carbonated soft drink manufacturing industry includes bottled products such as cola, fruit flavored carbonated drinks, tonic water, carbonated bottled water and various other products. The carbonated drinks have a fizzy taste that is considered pleasant by consumers. Carbonated drinks are available in various tastes which are created by adding different flavors and sweeting agents. These drinks are enjoyed with a meal, to quench thirst and also served as a social welcome drink.

India, China and Indonesia and other developing countries in Asia-Pacific offer wide scope of development to the carbonates soft drinks market. The wide distribution channels and regional bottling plants of major players help them to expand the market in coming years. Rising consumer awareness on adverse health effects related to consumption of carbonated soft drinks has dampened the growth in Japan and Australia. Regional players are gaining share in carbonated soft drinks market in China.

The report analyzes the market based on type of carbonated drinks such as Cola, Fruit flavored, Carbonated bottled water and others. The report provides detailed analysis on distribution landscape and potential of various distribution channels such as Supermarkets/Hypermarkets, discount stores, on-trade sales, vending machine and online retail. Country specific trends and market dynamics are also covered in the report.

Some of the key players in the APAC Carbonated Soft Drinks market include:
- Pepsi Co
- Kirin Beverage Corp
- Asahi Soft Drinks Co Ltd.

Contents:
1. APAC Macroeconomic Snapshot
2. APAC Carbonated Soft Drinks Market Overview
   2.1. Scope of the Study
   2.2. Definitions
3. Executive Summary
4. APAC Carbonated Soft Drinks Market Landscape
   4.1. Market Share Analysis
      4.1.1. China
      4.1.2. India
      4.1.2.1. Wide spread popularity of Thums Up, Sprite, Limca and Fanta attributed to Coca-Cola gaining the market leader position
      4.1.3. Japan
      4.1.3.1. The success of ILOHAS sparkling water consumers return to regular Coca-Cola resulted in Coca-Cola having largest shares in CSD market
4.1.4. Indonesia
4.1.5. Australia and New Zealand
4.1.6. RoAPAC

4.2. Competitive Developments
4.2.1. Coca-Cola collaborated with Schweppes to launch Schweppes +C a lemon flavored carbonated drink in China

4.3. Consumer Insights
4.3.1. Australian and Japanese consumers trying to switch to healthier alternatives such as bottled ice or water
4.3.2. Wide spread fast foods chains in China, India and rest of APAC drives the trade sales of carbonated soft drinks market

5. APAC Carbonated Soft Drinks Market - By Type
5.1. Cola
5.2. Fruit Flavored
5.2.1. Lemonade
5.2.2. Orange
5.2.3. Others
5.3. Carbonated Bottled Water
5.4. Others

6. APAC Carbonated Soft Drinks Market- By Distribution Channel
6.1. Retail
6.1.1. Departments stores
6.1.2. Discount Stores
6.1.3. Supermarkets/Hypermarkets
6.1.4. Others
6.2. On-Trade
6.3. Vending
6.4. Internet Retail

7. APAC Carbonated Soft Drinks Market - By Country
7.1. China
7.1.1. Local carbonated soft drinks manufacturers may gain share in coming years
7.2. India
7.2.1. Consumption of carbonated soft drinks in Tier II and Tier III cities will drive the market
7.3. Japan
7.4. Indonesia
7.5. Australia and New Zealand
7.6. Rest of APAC
8. APAC Carbonated Soft Drinks Market - Company Profile
8.1. Hangzhou Wahaha Group Co Ltd
8.2. Asahi Soft Drinks Co Ltd
8.3. Ito En Ltd
8.4. Kirin Beverage Corp
8.5. Suntory Beverage & Food Ltd
8.6. Tru Blu Beverages Pty Ltd
8.7. Coca-Cola Co.
8.8. PepsiCo
8.9. Dr Pepper Snapple Group
8.10. Cott Corporation
9. Appendix
9.1. List of Abbreviations
9.2. Sources
9.3. Research Methodology
9.4. Expert Insights
9.5. Disclaimer

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