South America Carbonated Soft Drinks Market: By Type (Cola, Fruit Flavored and Carbonated Bottled Water); By Distribution 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 sweetening agents. These drinks are enjoyed with a meal, to quench thirst and also served as a social welcome drink.

Countries such as Argentina and Brazil are some of the highest per capita carbonated soft drinks consuming countries in the world. Rapidly rising middle class in Colombia, Brazil, Argentina and Venezuela offers a huge consumer base for the manufacturers. Volatile economies of some countries in the region impact the disposable income of the consumers who switch to regional carbonate producers due to low cost. Social and cultural norms promote the consumption of carbonates in this region. The hot and humid climate in South America drives the market for carbonated soft drinks.

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 Europe Carbonated Soft Drinks market include are:
- Pritty SA
- Brasil Kirin Indústria de Bebidas SA
- Corp Lindley SA
- Coca-Cola Co.

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