

Carbonated Soft Drinks: Global Industry Guide

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EXECUTIVE SUMMARY

Market Value

The global carbonated soft drinks market grew by 0.4% in 2006 to reach a value of \$146.4 billion.

Market Value Forecast

In 2011, the global carbonated soft drinks market is forecast to have a value of \$151.4 billion, an increase of 3.4% since 2006.

Market Volume

The global carbonated soft drinks market grew by 1.4% in 2006 to reach a volume of 155.4 billion liters.

Market Volume Forecast

In 2011, the global carbonated soft drinks market is forecast to have a volume of 170.1 billion liters, an increase of 9.6% since 2006.

Market Segmentation I

Sales of cola - standard form the most lucrative segment in the market, generating 43.5% of the total volume.

Market Segmentation II

The Americas form the most lucrative market for carbonated soft drinks, generating 58.5% of the global revenues.

Market Share

The Coca-Cola Company is the global market leader, with sales equating to 47.1% of the market volume.

Distribution

Supermarkets and hypermarkets form the most important distribution channel 50.8% of the market's volume is distributed via this channel.

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