

Carbonates in Australia

November 2024

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Carbonates in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Easing of inflation supports volumes while consumers favour mini packs Low and no sugar varieties remain critical for category's growth Brands of non-cola carbonates incorporate health benefits

PROSPECTS AND OPPORTUNITIES

Solid off-trade volume growth, with local brands set to gain share Competition intensifies with better-for-you drinks Eco-conscious initiatives essential for long-term success

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