

# Carbonates in China

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Off-trade volume growth of carbonates slows significantly, but average unit prices rise  
Growth continues for reduced sugar carbonates, yet the rate of increase notably slows  
The introduction of new flavours in carbonates has become increasingly frequent

PROSPECTS AND OPPORTUNITIES

Carbonates faces fierce competition from other soft drinks categories  
Cross-category collaborations between carbonates and alcoholic drinks have emerged as a significant growth opportunity in China  
Although the off-trade accounts for the majority of sales in carbonates, on-trade growth is expected to accelerate in the future

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