



Concentrates in Australia

January 2024

Table of Contents

Concentrates in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates faces long-term volume decline
Health and wellness drives growth for reduced sugar concentrates
Cost-of-living pressures drive some consumers to concentrates

PROSPECTS AND OPPORTUNITIES

Premiumisation is set to slow in concentrates
Health and wellness likely to drive continued move towards sugar-free products
Concentrates faces the challenge of limited growth potential per capita

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023
Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Soft Drinks in Australia - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Australia

Trends

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SOURCES

Summary 1 - Research Sources

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