



# Soft Drinks in Laos

December 2024

[Table of Contents](#)

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- Country background
- Socioeconomic trends
- Logistics/infrastructure
- What next for soft drinks?
- Chart 1 - Soft Drinks: Small Local Grocer
- Chart 2 - Soft Drinks: Small Local Grocer

MARKET DATA

- Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 14 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 15 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 16 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 17 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 18 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 19 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 20 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 25 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 26 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 27 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 28 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

DISCLAIMER

CARBONATES

- 2024 Developments
- Prospects and Opportunities
- Category Data
- Table 29 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 30 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 31 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 32 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 33 - Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 34 - Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 35 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024  
Table 36 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024  
Table 37 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024  
Table 38 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024  
Table 39 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024  
Table 40 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024  
Table 41 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029  
Table 42 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029  
Table 43 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029  
Table 44 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

## JUICE

2024 Developments

Prospects and Opportunities

Category Data

Table 45 - Off-trade Sales of Juice by Category: Volume 2019-2024  
Table 46 - Off-trade Sales of Juice by Category: Value 2019-2024  
Table 47 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024  
Table 48 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024  
Table 49 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024  
Table 50 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024  
Table 51 - NBO Company Shares of Off-trade Juice: % Value 2020-2024  
Table 52 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024  
Table 53 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029  
Table 54 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029  
Table 55 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029  
Table 56 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

## BOTTLED WATER

2024 Developments

Prospects and Opportunities

Category Data

Table 57 - Off-trade Sales of Bottled Water by Category: Volume 2019-2024  
Table 58 - Off-trade Sales of Bottled Water by Category: Value 2019-2024  
Table 59 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024  
Table 60 - Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024  
Table 61 - NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024  
Table 62 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024  
Table 63 - NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024  
Table 64 - LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024  
Table 65 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029  
Table 66 - Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029  
Table 67 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029  
Table 68 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

## SPORTS DRINKS

2024 Developments

Prospects and Opportunities

Category Data

Table 69 - Off-trade Sales of Sports Drinks: Volume 2019-2024  
Table 70 - Off-trade Sales of Sports Drinks: Value 2019-2024  
Table 71 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024  
Table 72 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 73 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 74 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 75 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 76 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 77 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 78 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 79 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 80 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

## ENERGY DRINKS

Developments

Prospects and Opportunities

Category Data

Table 81 - Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 82 - Off-trade Sales of Energy Drinks: Value 2019-2024

Table 83 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 84 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 85 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 86 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 87 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 88 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 89 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 90 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 91 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 92 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

## CONCENTRATES

2024 Developments

Prospects and Opportunities

Category Data

Table 93 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 94 - Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 95 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 96 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 97 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2020-2024

Table 98 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 99 - NBO Company Shares of Off-trade Concentrates: % Volume 2020-2024

Table 100 - LBN Brand Shares of Off-trade Concentrates: % Volume 2021-2024

Table 101 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 102 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 103 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 104 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 105 - NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2020-2024

Table 106 - LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2021-2024

Table 107 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 108 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 109 - NBO Company Shares of Off-trade Powder Concentrates: % Volume 2020-2024

Table 110 - LBN Brand Shares of Off-trade Powder Concentrates: % Volume 2021-2024

Table 111 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 112 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 113 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 114 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

RTD TEA

Developments  
Prospects and Opportunities  
Category Data

- Table 115 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 116 - Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 117 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 118 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 119 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 120 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 121 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 122 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 123 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 124 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 125 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 126 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

RTD COFFEE

2024 Developments  
Prospects and Opportunities  
Category Data

- Table 127 - Off-trade Sales of RTD Coffee: Volume 2019-2024
- Table 128 - Off-trade Sales of RTD Coffee: Value 2019-2024
- Table 129 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
- Table 130 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
- Table 131 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
- Table 132 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
- Table 133 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
- Table 134 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
- Table 135 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
- Table 136 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
- Table 137 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
- Table 138 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

ASIAN SPECIALITY DRINKS

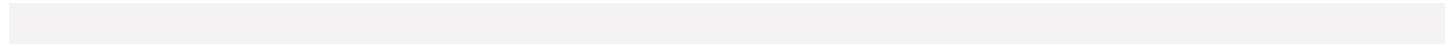
2024 Developments  
Prospects and Opportunities

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.



For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-in-laos/report](http://www.euromonitor.com/soft-drinks-in-laos/report).