



Euromonitor
International

Soft Drinks in Cambodia

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Soft Drinks in Cambodia

EXECUTIVE SUMMARY

Bottled water most popular, but RTD tea makes most gains

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Positive picture overall

Consumer boycott on Thai goods has limited effect as yet

Health and wellness claims enter the mainstream

WHAT'S NEXT

Positive volume growth over forecast period

Local brands look to capitalise on increasing nationalistic sentiment

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COUNTRY REPORTS DISCLAIMER

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Lower sugar offerings gaining popularity

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Similar dynamics over forecast period

Technology increasingly plays a role

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Key Data Findings

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Industry Performance

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Focused marketing needed to boost volume sales

Technology plays role in driving growth

Competitive Landscape

Numerous emerging brands compete for foothold

Channels

Small local grocers and supermarkets key channels

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