



Euromonitor  
International

# Soft Drinks in Laos

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## EXECUTIVE SUMMARY

Steady growth of soft drinks in 2025 thanks to greater economic stability

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Affordability continues to shape consumer demand for soft drinks

Growth in health and wellness awareness encourages industry players to reformulate their lines

Rise in culturally relevant and targeted marketing of soft drinks

### WHAT'S NEXT?

Steady forecast period growth of soft drinks

Industry players strengthen their market share through a variety of strategies

Small local grocers continues to dominate while modern retailers grow rapidly

### COMPETITIVE LANDSCAPE

Pepsico Inc retains the lead in soft drinks

Industry players achieve strong growth through marketing and promotional initiatives

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Ongoing dominance of soft drinks in small local grocers

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## COUNTRY REPORTS DISCLAIMER

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Modest rise of carbonates sales

Industry performance

Strong demand for non-cola carbonates

While carbonates remains a popular thirst quencher, the category is facing growing competition from bottled water

What's next?

Modest forecast period growth for sales of carbonates

Advances in electronic payment methods boost consumer convenience, while local bottling capacity benefits the leading multinationals

Growing health awareness increasingly influences carbonates sales

Competitive landscape

PepsiCo Inc leads with its Pepsi and Mirinda brands

The Coca-Cola Company achieves the strongest growth

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Competitive landscape

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Competitive landscape

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