



Soft Drinks in Ethiopia

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Soft Drinks in Ethiopia

EXECUTIVE SUMMARY

Affordability remains central as urbanisation and wellness trends shape demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability remains key driver of demand due to cost of living pressures

Carbonates benefits from host of new launches amid emerging urban lifestyles

Wellness trend drives demand for functional beverages

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Soft drinks will benefit from urbanisation and rising aspirations

Rising health awareness will impact consumption patterns

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EABSC holds dominant share

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