



Euromonitor
International

Suntory Holdings Ltd in Soft Drinks

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Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Suntory remains in sixth place in the global company rankings
Suntory's global footprint
Japan dominates Suntory's global soft drinks sales
Suntory looking to grow its existing brands rather than make major acquisitions
More than half of Suntory's soft drinks bottles in Japan use 100% recycled PET
Suntory's uses of lightweighting as an environmental tool

EXPOSURE TO FUTURE GROWTH

RTD tea in Japan will generate the most new sales for Suntory over 2024-2027
Little movement expected among the top 10 players in the coming years
Suntory Holdings invests in Iconic Arts to help develop new marketing methods
Suntory making PET bottles from old cooking oil

COMPETITIVE POSITIONING

Rising share for local "hero" brands and value alternatives in global soft drinks
Coca-Cola a major competitor to Suntory in a number of soft drinks categories
Japan the dominant market for Suntory
Boss is Suntory's leading brand
Growing share in emerging consumer markets is key to maintaining growth
Suntory expanding its production capacity in Vietnam and Australia

RTD TEA

Japan dominates Suntory's RTD tea sales
Suntory is only present in still RTD tea
Asia Pacific will dominate Suntory's new sales over 2024-2027

RTD COFFEE

Japan the dominant market for Suntory's RTD coffee sales
Suntory looks to emphasise the Japanese "flash brew" method in Australia

CARBONATES

Western Europe generates the most carbonates sales for Suntory
Suntory an important player in non-cola carbonates

OTHER CATEGORIES

Japan remains Suntory's dominant bottled water market
Lucozade and V are Suntory's two main energy drinks brands
Western Europe and Asia Pacific are Suntory's main juice markets

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs
Projected company sales: FAQs

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/suntory-holdings-ltd-in-soft-drinks/report.