



Euromonitor  
International

# Diversity in Strategies For Leading Soft Drinks Companies, Southeast Asia

June 2021

Table of Contents

## INTRODUCTION

Overview of Southeast Asia

Key findings

## SOFT DRINKS LANDSCAPE IN SOUTHEAST ASIA

Soft drinks show strong growth over historic period before pandemic

Global beverage giants Coca-Cola and PepsiCo lead in Southeast Asia

Highly fragmented soft drinks market landscape in Southeast Asia

Overview of Southeast Asia's top 10 companies' portfolios in soft drinks

## STRATEGIES ADOPTED BY LEADING COMPANIES

Consumer profile key to understanding strategies adopted by companies

Immune support and legislation drive launch of healthier variants

Health: reformulation efforts by global companies

Health: other leading companies reformulate to have zero sugar variants

Health: no sugar is the key leading health claim for soft drinks companies

Health: Thai players tap into growing demand for immunity boost

Affordability remains important in emerging markets

Affordability: Wings Corp focuses on affordable products in Indonesia

Affordability: Tirta Fresindo Jaya's expands presence with RTD coffee

Affordability: TC Pharmaceutical plays the volume game in energy drinks

Opportunity for e-commerce to grow in Southeast Asia

E-commerce: companies place greater focus on home consumption

E-commerce: Coca-Cola has a higher presence of carbonates SKUs

## EVALUATION OF COMPANIES' STRATEGIES

Focus on low-sugar beverages is likely to continue

Functional ingredients to differentiate from competing products

Recovery in foodservice expected, opportunities in retail remains

## 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/diversity-in-strategies-for-leading-soft-drinks-companies-southeast-asia/report](http://www.euromonitor.com/diversity-in-strategies-for-leading-soft-drinks-companies-southeast-asia/report).