



COMMODITY PROFILE
SODA (2015)
MINISTRY OF COMMERCE & INDUSTRY
REPUBLIC OF LIBERIA
Submitted on June 9, 2016



Product	
1. Commodity or Product Name	Soda
2. Types/Varieties:	Soda Water, tonic, Orange, Ginger Ale, Pepsi cola, 7up, grape etc
3. Production information a. global production per annum: b. import volume per annum: c. average monthly consumption: d. average shelf life: e. Weight per CTN:	a. 536 million MT b. 96,000mt c. 8,000mt d. 12 Months e. 7,200ML
Price	
4. International price per various sizes:	USD\$ 5.00
5. International price including shipment per various sizes:	USD\$ 7.29
6. Consumer / Retail Price:	USD\$ 13.30
7. Wholesale Price:	USD\$11.08
8. Average Consumer/Retail Price in Rural areas:	USD\$ 15.90
9. Average price margin between international & wholesale price in US\$ and % (Line7-Line5=\$; Line 9/Line/Line5= %)	$11.08 - 7.29 = 3.79 / 7.29 = 52\%$
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6-Line7=\$; Line10/Line7= %):	$13.30 - 11.08 = 2.22 / 11.08 = 20\%$
11. Average price margin between rural consumer /retail price and consumer retail price in US\$ and % (Line8-Line6=\$; Line11/Line6= %):	$3.30 - 7.29 = 6.10 / 13.30 = 45\%$
12. Key factors effecting market price (cost transportation, scarcity, impropriety such as hoarding, market demand, etc.):	<ul style="list-style-type: none"> • Impact of the exchange rate • Limited transport and electricity infrastructure
Place	
13. International Suppliers:	a. UAE b. Saudi Arabia
14. Origins of Shipment:	UAE, Saudi Arabia
15. Local Producers:	Liberia Coca Cola bottling Company
16. Local Production:	Caca Cola
17. Importers:	Market Business Center, Fayad Enterprise, Stop & Shop, Abi jaoudi & Azar Trading, SWAT, Venus Corp. Satgoru Traders, EID Brothers, Peecee & Sons, etc.
18. Wholesalers:	Same importers
19. Major Retailers:	Same importers
20. Primary channels of distribution to consumers:	Importers – Distributors – Retailers – Consumers
Promotion	
21. International Brand Names:	Sosa Water, Tonic, Better lemon, Orange, Ginger

	Ale,Pepsi cola, Miranda, 7up, Diet pepsi Shani,etc
22. Local Trademark Registration:	Coca Cola
23. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	TV, Radio, and Billboards
24. Promotion challenges and issues:	N/A
Policy	
25. International Governing Laws and Policies and ISO Requirements where applicable:	Depend on the manufacturer of the products
26. National governing laws and policies and standard requirements where applicable:	Require Storage and Cooling Facilities
27. Key Policies Issues:	N/A
28. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry
People	
29. Consumer Profile a) Primary Consumer	A. Women, Children, youth
30. Consumer Awareness and Protection Issues:	Ministry of Commerce and Industry (Consumer Unit)
Reference	
Reference citation for materials used for this report:	BIVAC International Liberia ,IPD and Coca Cola
Credits	
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