

Juice in Guatemala

Market Direction | 2022-12-13 | 27 pages | Euromonitor

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Report description:

The juice category has faced significant price increase since late 2021 pushing up average prices. As a non-essential item in most shopping baskets, consumers have traded down to cheaper variants and are actively seeking value for money. Larger family-sized packs have gained popularity in juice even as consumers spend less time at home after the COVID-19 pandemic. The value-for-money proposition of larger formats makes them attractive to the many Guatemalans who live on relatively low incomes or...

Euromonitor International's Juice in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Juice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Alimentos Maravilla remains the leading player in juice category

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