

Carbonates in Peru

Market Direction | 2022-12-20 | 32 pages | Euromonitor

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Report description:

Volume sales of carbonates saw healthy growth for the second consecutive year in 2022, following a sharp decline in 2020. Sales were boosted by the strong recovery of foodservice, following the lifting of restrictions in terms of capacity and opening hours for restaurants, bars and cafes. Off-trade sales also registered a robust performance, as consumers returned to their pre-pandemic lifestyles, including socialising with friends and family, which increased the number of consumption opportuniti...

Euromonitor International's Carbonates in Peru 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Table of Contents:

Carbonates in Peru
Euromonitor International
December 2022

List Of Contents And Tables

CARBONATES IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy growth in 2022, fuelled by recovery of foodservice

Regular carbonates outperform their reduced-sugar counterparts, with orange and lemon/lime variants suffering from waning consumer interest

Arca retains its lead, supported by its wide distribution network and effective marketing strategy

PROSPECTS AND OPPORTUNITIES

Mixed outlook for carbonates, with health concerns expected to limit demand

Local brands will have solid potential, in view of increased consumer price sensitivity

E-commerce set for development, but small local grocers will continue to play a key role

CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 5 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 6 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2017-2022

Table 10 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2017-2022

Table 11 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 13 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 14 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 15 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 16 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 17 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 18 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 19 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2022-2027

Table 20 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2022-2027

SOFT DRINKS IN PERU

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

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MARKET DATA

| | |
|----------|---|
| Table 21 | Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022 |
| Table 22 | Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022 |
| Table 23 | Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022 |
| Table 24 | Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022 |
| Table 25 | Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021 |
| Table 26 | Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021 |
| Table 27 | Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021 |
| Table 28 | Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021 |
| Table 29 | Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022 |
| Table 30 | Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022 |
| Table 31 | Off-trade Sales of Soft Drinks by Category: Value 2017-2022 |
| Table 32 | Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022 |
| Table 33 | Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022 |
| Table 34 | Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022 |
| Table 35 | NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022 |
| Table 36 | LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022 |
| Table 37 | NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022 |
| Table 38 | LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022 |
| Table 39 | Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022 |
| Table 40 | Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022 |
| Table 41 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027 |
| Table 42 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027 |
| Table 43 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027 |
| Table 44 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027 |
| Table 45 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027 |
| Table 46 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027 |
| Table 47 | Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027 |
| Table 48 | Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027 |
| Table 49 | Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027 |
| Table 50 | Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027 |

APPENDIX

Fountain sales in Peru

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SOURCES

Summary 1 Research Sources

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