

Juice in Peru

Market Direction | 2022-12-20 | 28 pages | Euromonitor

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Report description:

Juice saw dynamic growth in volume terms in 2022, with sales exceeding pre-pandemic levels. This was due mainly to the easing of COVID-19 restrictions, which saw the return of face-to-face classes in schools, institutes and universities, as well as the return of workers to their offices. This led to an increase in on-the-go consumption of juice, especially as a breakfast drink. Orange juice performed particularly well, due to its status as the preferred choice amongst Peruvian consumers.

Euromonitor International's Juice 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: 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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