

## **Juice in Peru**

Market Direction | 2023-12-13 | 26 pages | Euromonitor

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### **Report description:**

The year 2023 marked a period of growth for juice companies, propelled by a significant rise in average temperatures due to El Nino at the year's onset and in the latter half. These weather patterns led to heightened sensations of heat compared to previous years, prompting individuals to actively seek hydration. As a result, juices emerged as one of the most advantageous categories, with consumption surging as a popular choice among soft drinks. Juices are widely perceived as a more natural and...

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 (2018-2022), 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 2027 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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