

RTD Coffee in Peru

Market Direction | 2023-12-13 | 24 pages | Euromonitor

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Report description:

RTD coffee in Peru remains relatively niche, with awareness and penetration significantly affected during the COVID-19 pandemic. Despite the initial launch of new brands like Nescafe Cold Brew in early 2020, accompanied by extensive marketing efforts, pandemic-related restrictions stymied the category's expansion. Nescafe Cold Brew later exited the Peruvian market, leaving Starbucks (North American Coffee Partnership) and Cafe Ole (The Braedt SA) as the primary brands in volume sales terms in 20...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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