

Juice in Guatemala

Market Direction | 2023-12-15 | 28 pages | Euromonitor

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Report description:

Leading brands in the juice category continued to witness sustained growth in 2023, in retail volume terms, aided by their positioning as a healthier choice of beverage. Brands such as Del Frutal from Alimentos Maravilla SA, with their single serve tetra-packs designed for children, are endorsed by the Guatemalan Association of Paediatrics. Del Frutal is promoted as an excellent source of vitamin C, as part of its strategy to attract parents seeking juices with functional attributes. A similar s...

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 (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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