

Soft Drinks in Chile

Market Direction | 2023-12-14 | 85 pages | Euromonitor

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Report description:

Demand for soft drinks is growing despite the challenges faced in 2022 and in the first half of 2023, characterised by high inflation and weakened demand. Major categories such as carbonates and bottled water have demonstrated resilience, while energy drinks and kombucha continue on their impressive growth trajectories. One significant contributing factor to the positive performance of soft drinks is the prevalence of hotter summers and elevated temperatures throughout the year. As Chile has exp...

Euromonitor International's Soft Drinks in Chile 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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.

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Euromonitor International
May 2024

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In challenging economic scenario, Coca-Cola relies on innovation to stand out from competitors

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