

Soft Drinks in Peru

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Report description:

The year 2023 witnessed significant growth among soft drinks players, primarily influenced by a notable rise in the country's average temperature. This increase was largely attributed to the onset of El Nino at the year's commencement and in the latter half. These climatic shifts resulted in heightened heat levels, prompting an increased need for hydration. Consequently, consumers gravitated towards soft drinks like bottled water, carbonates, juices, and sports drinks.

Euromonitor International's Soft Drinks 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: 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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