

Alcoholic Drinks in El Salvador

Market Direction | 2024-06-19 | 51 pages | Euromonitor

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Report description:

Alcoholic drinks sales continued to rebound in 2023 with beer and aguardiente leading the recovery due to some consumer downtrading, while the on-trade benefited from increased tourism. Beer and spirits remain the largest categories, while wine sales remain low. RTDs are also growing in popularity, especially among young adults of legal drinking age. Barriers to market growth, however, include the threat of crime and gang violence and official measures to tackle growing alcohol consumption.

Euromonitor International's Alcoholic Drinks in El Salvador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

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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