

Juice in Colombia

Market Direction | 2024-11-12 | 30 pages | Euromonitor

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Report description:

Sales of juice continued to decline in 2024 in off-trade volume and on-trade volume terms. Soaring prices, coupled with constrained household budgets amid inflationary pressures, and the poor performance of leading brand Hit, dampened the performance of the category. With the introduction of the health tax in November 2023, Postobon decided to reformulate the Hit brand to reduce the sugar content below 5g per 100 ml, which is the threshold before the tax is applied. This strategy led to a change...

Euromonitor International's Juice in Colombia 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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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