

Energy Drinks in Peru

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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Report description:

Energy drinks have achieved significant market acceptance in Peru in 2024, attracting an expanding consumer base, particularly among young people and teenagers, who now regard them as a regular part of their weekly expenditure. This growing consumer interest has created a favourable environment for the category, prompting it to become a priority in expansion strategies for companies. Notably, Peruvian multinationals such as AJE Group and Industrias San Miguel, with brands like Volt and Energy 36...

Euromonitor International's Energy 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 (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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Category maintains growth by attracting new consumers
TCCC launches low-cost brand Fury to compete with Volt
Market maintains innovations focused on flavour and formats

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Emerging channels will take on greater relevance for the category
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