

Juice in Peru

Market Direction | 2024-11-19 | 29 pages | Euromonitor

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Report description:

In 2024, juice sales in Peru experienced positive growth, largely influenced by the hot conditions at the beginning of the year, similar to those in 2023, driven by the Global El Nino phenomenon. These conditions heightened consumers' need to stay hydrated, benefiting soft drinks broadly and the juice category in particular. However, while juice consumption increased, there has been a noticeable slowdown in its growth compared to other categories, as consumer habits shift towards more natural op...

Euromonitor International's Juice 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: 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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JUICE IN PERU

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