

Soft Drinks in Peru

Market Direction | 2024-11-19 | 81 pages | Euromonitor

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Report description:

The exceptionally hot weather of 2024, exacerbated by the global El Nino phenomenon, resulted in higher temperatures, similar to the atypical year of 2023, which was influenced by the Coastal El Nino. This climatic shift greatly boosted the demand for soft drinks, particularly bottled water, sports drinks, and carbonates, throughout much of the first half of the year, as the need for hydration became more pressing for Peruvian consumers. However, this demand moderated from June onwards with the...

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 (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: 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.

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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PROSPECTS AND OPPORTUNITIES

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RTD COFFEE IN PERU

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Category continues to decline compared to increased consumption of soft drinks

Lack of awareness hinders investment in developing the category

Asian speciality stores remain the dominant sales channel for RTD coffee

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