

Carbonates in Ecuador

Market Direction | 2024-12-16 | 29 pages | Euromonitor

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Report description:

The adjustment of the value-added tax (VAT) from 12% to 15% in April 2024 has introduced significant challenges for carbonates in Ecuador, particularly in the off-trade channel. Many carbonate products are priced in convenient, fractional amounts, such as 25 cents, 50 cents, or 1 dollar, making it difficult to seamlessly adjust prices to reflect the increased tax. This issue has been most pronounced in the traditional retail channel, which relies heavily on cash transactions and impulse purchasi...

Euromonitor International's Carbonates in Ecuador 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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