

Concentrates in Guatemala

Market Direction | 2025-01-14 | 29 pages | Euromonitor

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Report description:

Whilst powdered concentrates are a desirable budget option, demand is impacted by their lack of convenience as they need to be prepared before consumption. Also, preparation requires bottled water, as the tap water in Guatemala is not suitable for consumption, which involves an additional cost. To drive demand during a time when growing inflationary pressures are curbing purchasing power, players are promoting the affordability of their products, which they claim make more of the prepared drink. Lea...

Euromonitor International's Concentrates in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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