

Aje Group in Soft Drinks (World)

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Abstracts

The Aje Group is a value-oriented Peruvian soft drinks producer focused primarily on carbonates but increasingly moving to a diversified portfolio, including bottled water, juices and RTD teas. The company is present throughout the developing world, but is still primarily Latin American in orientation. This report looks at the company's history, its recent performance, its biggest brands, its activities in its key geographies, and its plans for expansion in the near future.

Euromonitor International's Aje Group in Soft Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Soft Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and 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 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.

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