

Alcoholic Drinks in Honduras

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Abstracts

By 2022, retail sales of alcoholic drinks were able to recover to 2019 volume levels. Nonetheless, inflationary pressures and tight budgets continued to have a negative impact on on-trade sales. Beer is by far the largest category due to its broad appeal. Positive growth in spirits was aided by a trading down to rum and guaro, while domestic spirits remain popular among low-income men. Wine is a peripheral category while sales of RTDs are rising, especially among women.

Euromonitor International's Alcoholic Drinks in Honduras report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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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