

Alcoholic Drinks in Venezuela

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Abstracts

Alcoholic drinks saw negative volume growth for the fourth year in a row in 2017. However, it seemed to adjust following the large supply shock suffered in 2016 when producers and importers were unable to purchase intermediate inputs and final products. While the Venezuelan government keeps a tight grip on the supply of foreign currency, companies no longer expect to obtain specific quotas at the official exchange rate and are incorporating the higher cost of purchasing it at the black market ex...

Euromonitor International's Alcoholic Drinks in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2013-2017), 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 2022 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, 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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