

Better For You Beverages in Venezuela

<https://marketpublishers.com/r/B6DF938AA46EN.html>

Date: May 2018

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: B6DF938AA46EN

Abstracts

The offering of BFY beverages continued to be limited to a small number of categories, such as reduced sugar carbonates, reduced sugar fruit/vegetable juice and reduced sugar powder concentrates, while the supply of BFY reduced caffeine hot drinks and reduced sugar flavoured water remained negligible. While the breakdown of the category remained stable over the review period, BFY reduced sugar carbonates strengthened due to persistent shortages of industrial sugar. Companies increased production...

Euromonitor International's Better For You Beverages in Venezuela report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2013-2017, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

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

Why buy this report?

Get a detailed picture of the Better For You Beverages 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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