

Energy Drinks in Venezuela

<https://marketpublishers.com/r/EC9D9F609E9EN.html>

Date: March 2018

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: EC9D9F609E9EN

Abstracts

Off-trade volume sales of energy drinks show a double-digit decline for the fourth year in a row, leaving a potentially large consumer base unsatisfied. The consumer base has expanded over the review period, with negative publicity not being an issue since the government has not played a major role in the public awareness of the hazardous effects associated with its consumption. In 2017, companies must purchase foreign currency at the black-market exchange rate which is about 3.5 times higher th...

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Energy 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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