

Energy Drinks in Venezuela

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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.

Contents

Headlines

Prospects

Double-digit Fall of Volume Sales in 2017

High Prices Deter Demand of Energy Drinks

Barriers To Growth

Competitive Landscape

Increased Concentration in Energy Drinks

Red Bull Maintains Its Leadership in 2017

Short-lived Presence Is Expected To Continue

Category Data

Table 1 Off-trade Sales of Energy Drinks: Volume 2012-2017

Table 2 Off-trade Sales of Energy Drinks: Value 2012-2017

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2012-2017

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2012-2017

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2013-2017

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2014-2017

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2013-2017

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2014-2017

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2017-2022

Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Executive Summary

Hyperinflation Is Shaping Consumers' and Producers' Decisions

High Cost of Imported Inputs and Packaging Shortages Limit Growth

Empresas Polar Ca Remains the Largest Player in Soft Drinks

Smaller Presentations and Local Flavours Dominate New Products

Volume Sales Will Continue To Fall During the Forecast Period

Market Data

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2012-2017

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2012-2017

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2012-2017

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2012-2017

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume

2017

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2017

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2017

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2017

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2012-2017

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2012-2017

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2012-2017

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2012-2017

Table 25 Total Sales of Soft Drinks by Fountain On-trade: Volume 2012-2017

Table 26 Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2012-2017

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2013-2017

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2014-2017

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2013-2017

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2014-2017

Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2017

Table 32 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 36 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 38 Forecast Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 39 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 40 Forecast Total Sales of Soft Drinks by Fountain On-trade: Volume 2017-2022

Table 41 Forecast Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2017-2022

Appendix

Fountain Sales in Venezuela

Sources

Summary 1 Research Sources

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