

Fortified/Functional Beverages in Venezuela

<https://marketpublishers.com/r/FE94FA1020DEN.html>

Date: May 2018

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: FE94FA1020DEN

Abstracts

FF beverages was the most mature category and largest value maker in health and wellness beverages in 2017. The category used to witness the most new product launches but an adverse business environment characterised by the high price of imported inputs and shortages of raw materials limited its development in 2017. Regrettably, Venezuelan consumers did not deem fortification an added value but consider that an industry standard. Most FF beverages were positioned as good for general wellbeing wh...

Euromonitor International's Fortified/Functional 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: FF Hot Drinks, FF Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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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