

Growth Opportunities for Packaged Hot Drinks in Africa

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Date: May 2015

Pages: 47

Price: US\$ 1,325.00 (Single User License)

ID: G2C72D3A91CEN

Abstracts

Africa represents the fastest growing global market for retail hot drinks. This report explores the drivers of rapidly growing consumer demand for coffee, tea and other hot drinks, with a focus on key categories of growth over 2014-2019. It analyses the varied consumer preferences of African markets, with profiles of selected new products and specific future category opportunities.

Euromonitor International's Growth Opportunities for Packaged Hot Drinks in Africa global briefing offers an insight into to the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot 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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