

# Juice in Venezuela

<https://marketpublishers.com/r/J64B71E76B1EN.html>

Date: March 2018

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: J64B71E76B1EN

## Abstracts

In 2017, the performance of juice continues to be adversely affected by an unstable supply of packaging materials that slows down production and affects the availability of products. Shortages of carton for packaging have produced large increases in the average unit price of containers changing relative prices with respect to plastic, which used to be three or four times higher than carton. Producers are migrating towards plastic formats since the supply of glass is also limited. The Venezuelan...

Euromonitor International's Juice 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.

**Product coverage:** 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

### Why buy this report?

Get a detailed picture of the Juice 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

Continued Lack of Critical Inputs Limits the Supply of Juice

Companies Adjust Portfolios To Cope With Shortages

Lower Unit Prices Favour Juice Drinks

### Competitive Landscape

Government-owned Companies Maintain Their Lead

Companies Favour Juice Drinks To Water Down Costs

Players Strengthen Alliances in the Face of Shortages

### Category Data

Table 1 Off-trade Sales of Juice by Category: Volume 2012-2017

Table 2 Off-trade Sales of Juice by Category: Value 2012-2017

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2012-2017

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2012-2017

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

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

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

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

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2017-2022

Table 10 Forecast Off-trade Sales of Juice by Category: Value 2017-2022

Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 12 Forecast Off-trade Sales of Juice by Category: % 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

## I would like to order

Product name: Juice in Venezuela

Product link: <https://marketpublishers.com/r/J64B71E76B1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/J64B71E76B1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970