

Naturally Healthy Beverages in Colombia

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Abstracts

Naturally healthy beverages suffered value decline in 2020, but this was driven by poor performance of NH soft drinks. There were also significant price rises, which dampened value growth. NH hot drinks, on the other hand, performed well, with value growth more double that of 2019, particularly NH other hot drinks, with value sales more than doubling, though from a very small base. NH fruit/herbal tea, which is a much more significant product area, also performed well. Value growth of NH hot dri...

Euromonitor International's Naturally Healthy Beverages in Colombia 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 2016-2020, 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 2025 illustrate how the market is set to change.

Product coverage: NH Hot Drinks, NH 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 Naturally Healthy 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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