

Naturally Healthy Beverages in Venezuela

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Abstracts

In 2017, NH beverages continued to decline in retail volume terms. This performance can be explained by the degree of maturity of the largest categories such as NH bottled water, as well as low dynamism in terms of new entrants and new product developments. In addition, the high price of foreign currency – which must be purchased at the black market exchange – continued to limit the supply of imported carbonated water and pushed prices of available brands to high levels. In 2017, the average pri...

Euromonitor International's Naturally Healthy 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: 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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