

Organic Beverages in Venezuela

<https://marketpublishers.com/r/O541BA88240EN.html>

Date: September 2013

Pages: 17

Price: US\$ 900.00 (Single User License)

ID: O541BA88240EN

Abstracts

Volume and current value sales of organic beverages remained negligible in Venezuela in 2012. There was very little domestic production of organic beverages, and only a handful of imported brands were available in the country. Moreover, the small number of organic beverages brands that were available were too expensive for the vast majority of consumers.

Euromonitor International's Organic 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 2008-2012, 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 2017 illustrate how the market is set to change.

Product coverage: Organic Hot Drinks, Organic 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 Organic 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.

Contents

Trends

Executive Summary

Health and Wellness Packaged Food Posts Positive Value Growth in 2012

Omega Fatty Acids Lead New Product Development in Packaged Food Arena

PepsiCo Alimentos Points To the Development of Healthy Snacks

Supermarkets Remain the Leading Channel for the Purchase of Health and Wellness Packaged Food

Health and Wellness Packaged Food Is Expected To Grow at A Moderate Pace

Key Trends and Developments

Health and Wellness Packaged Food Remains A Niche in Venezuela

Restricted Access To Foreign Currency and Declining Purchasing Power Limit

Innovation in Food Intolerance and Organic Packaged Food

Ageing Population Leads the Way in New Product Development

Prices of Health and Wellness Packaged Food Products Continue To Limit the Adoption of A Healthy Diet

PepsiCo Alimentos Points To the Development of Healthy Snacks

Market Data

Table 1 Sales of Health and Wellness by Type: Value 2007-2012

Table 2 Sales of Health and Wellness by Type: % Value Growth 2007-2012

Table 3 Sales of Health and Wellness by Category: Value 2007-2012

Table 4 Sales of Health and Wellness by Category: % Value Growth 2007-2012

Table 5 Sales of Health and Wellness by Prime Positioning: Value 2007-2012

Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2007-2012

Table 7 Health and Wellness GBO Company Shares 2008-2012

Table 8 Health and Wellness NBO Company Shares 2008-2012

Table 9 Health and Wellness NBO Brand Shares 2009-2012

Table 10 Forecast Sales of Health and Wellness by Type: Value 2012-2017

Table 11 Forecast Sales of Health and Wellness by Type: % Value Growth 2012-2017

Table 12 Forecast Sales of Health and Wellness by Category: Value 2012-2017

Table 13 Forecast Sales of Health and Wellness by Category: % Value Growth 2012-2017

Table 14 Forecast Sales of Health and Wellness by Prime Positioning: Value 2012-2017

Table 15 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2012-2017

Appendix

National Legislation
Definitions
Sources
Summary 1 Research Sources

I would like to order

Product name: Organic Beverages in Venezuela

Product link: <https://marketpublishers.com/r/O541BA88240EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O541BA88240EN.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