

Other Hot Drinks in Latin America

<https://marketpublishers.com/r/OE67E62A5C8EN.html>

Date: August 2018

Pages: 57

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

ID: OE67E62A5C8EN

Abstracts

Other hot drinks is a traditional category in Latin America with ingredients such as chocolate, mate and cereals being indigenous to the region. Latin America is the largest market in terms of per capita consumption globally and remains fairly consolidated with Nestle in the lead. Growth prospects remain limited due to market saturation and economic downturns, however improving consumer confidence, new product launches and innovation paint a positive picture for other hot drinks in Latin America...

Euromonitor International's Other Hot Drinks in Latin America 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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