

Procafecol Chile SA in Hot Drinks (Chile)

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Abstracts

The main challenges for the company are to consolidate its position, as it rapidly opened a relatively big number of stores (21) since its arrival, and it is likely to focus on generating the most profit from its stores, introduce new products related to coffee preparation at home and widen its fresh coffee portfolio, thus fuelling sales growth in the future.

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Product coverage: Coffee, Other Hot Drinks, Tea.

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

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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.



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