

Sweet Spreads in Venezuela

<https://marketpublishers.com/r/S23E335BBEFEN.html>

Date: November 2018

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: S23E335BBEFEN

Abstracts

Sweet spreads are not regarded as essential products in Venezuela so consumers do not hesitate to reduce the frequency of their purchases when budgets are tight. Limited purchasing power and high inflation have forced Venezuelans to prioritise more basic goods. The size of the category is very small in volume terms when compared with other Latin American countries as consumption tends to be occasional rather than regular. Venezuelans are not heavy consumers of honey so when refined sugar becomes...

Euromonitor International's Sweet Spreads in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

Get a detailed picture of the Sweet Spreads 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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