



Euromonitor
International

Soft Drinks in Honduras

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EXECUTIVE SUMMARY

Modest growth of soft drinks sales as disposable incomes remain constrained

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Functional beverages and growing health awareness drive growth of premium brands

Channel fragmentation requires retail agility

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Sustained forecast period growth of sports drinks while juice sales leverage on health attributes

Better-for-you variants grow in popularity and availability across more soft drinks categories

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Cervecería Hondureña SA de CV retains its outright lead thanks to the global renown of the Coca-Cola brand

Embotelladora La Reyna SA achieves the strongest growth

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COMPETITIVE LANDSCAPE

Cervecería Hondureña SA de CV retains its outright lead in carbonates thanks to the global renown of the Coca-Cola brand

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