

# Brandy in Middle East and Africa to 2014 (Spirits)

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## Abstracts

### Introduction

This databook provides key data and information on the Brandy in Middle East and Africa (Spirits). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

### Highlights

The brandy category was valued at \$578.2m in 2009, representing a CAGR of 1.5% since 2004.

By the end of 2014, the brandy category will be worth \$602.4m, with an expected CAGR of 0.8% between 2009 and 2014.

The brandy market volume totaled 56 million liters in 2009, representing a CAGR of 0.4% since 2004.

By the end of 2014, the brandy market will total 55 million liters, with an expected negative CAGR of 0.4% between 2009 and 2014.

The brandy market was led by fruit brandy (representing 50.4% of the total value) followed by other grape brandy and cognac, with a 42.9% and 6.4% market share, respectively. Armagnac accounts for the remaining 0.3% share.

Distell Group Limited is the market leader with a 59.5% share of the market.

### Brandy in Middle East and Africa (Spirits)

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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