

Liqueurs in Middle East and Africa to 2014 (Spirits)

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Abstracts

Introduction

This databook provides key data and information on the Liqueurs 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 liqueurs category was valued at \$334.7m in 2009, representing a CAGR of 2.3% since 2004.

By the end of 2014, the liqueurs category will be worth \$392.4m, with an expected CAGR of 3.2% between 2009 and 2014.

The liqueurs market volume totaled 24.1 million liters in 2009, representing a CAGR of 1.7% since 2004.

By the end of 2014, the liqueurs market will total 26.4 million liters, with an expected CAGR of 1.8% between 2009 and 2014.

The liqueurs market was led by other liqueurs (representing 40.9% of the total value) followed by fruit liqueurs, with a 34.2% share. Cream liqueurs accounts for the remaining 24.9% share.

Pernod Ricard is the market leader with a 13% share of the market.

Liqueurs 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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