

# Specialty Spirits in Latin America to 2014 (Spirits)

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## Abstracts

### Introduction

This databook provides key data and information on the Specialty Spirits in Latin America (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 specialty spirits category was valued at \$4,636.2m in 2009, representing a negative CAGR of 2.4% since 2004.

By the end of 2014, the specialty spirits category will be worth \$4,215.3m, with an expected negative CAGR of 1.9% between 2009 and 2014.

The specialty spirits market volume totaled 1,250.1 million liters in 2009, representing a negative CAGR of 1.3% since 2004.

By the end of 2014, the specialty spirits market will total 1,146.5 million liters, with an expected negative CAGR of 1.7% between 2009 and 2014.

Industrias Müller de Bebidas Ltda is the market leader with a 51.8% share of the market.

### Specialty Spirits in Latin America (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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