

Spirits in Asia-Pacific to 2014

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Abstracts

Introduction

This databook provides key data and information on the spirits market covering 15 countries in the Asia-Pacific region. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Contains information on eight categories; whisk(e)y, specialty spirits, rum, brandy, gin & genever, vodka, liqueurs, and tequila & mezcal

Market, category and segment level information on value and volume with historic (2004-09) and forecast (2010-14) data

Category level company share as well as distribution share information for 2008 and 2009

Review of the top two companies within the spirits market, including company overview, key facts and business description

Highlights

The market for spirits in Asia-Pacific increased at a compound annual growth rate of 5.7% between 2004 and 2009.

The whisk(e)y category led the spirits market in Asia-Pacific, accounting for a share of 34%.

The leading players in the Asia-Pacific spirits market include United Spirits Limited, Jinro Co.,Ltd and Pernod Ricard.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the spirits market in Asia-Pacific

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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