

Spirits in the BRIC (Brazil, Russia, India, China) Countries – Market Overview and Forecasts to 2014

<https://marketpublishers.com/r/SA7F9FBB4F4EN.html>

Date: July 2010

Pages: 141

Price: US\$ 1,995.00 (Single User License)

ID: SA7F9FBB4F4EN

Abstracts

Introduction

This report covers key aspects of the spirits market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value and volume by category, company and brand market shares, distribution channels, and expenditure and consumption per capita for the historic and forecast periods.

Scope

- * Contains information on eight categories: brandy, gin & genever, liqueurs, rum, speciality spirits, tequila & mezcal, vodka, and whisk(e)y
- * Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information
- * Recent product launches

Highlights

India is set to be the most lucrative investment destination for the spirits market in future.

China leads the spirits market in terms of volume among the BRIC nations.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the spirits market in high growth / emerging nations
- * Identify key players within the spirits market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the spirits market in Brazil, Russia, India and China

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