

# Global Spirits Industry: Porter's Five Forces Analysis

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## Abstracts

The global spirits industry can be defined as the market for liquors, specialty spirits, brandy, rum, vodka whisky, and others spirits such as gin, tequila, amongst others. Having posted moderate growth in the last couple of years, the global spirits industry came out of the recent financial recession with not much of an impact on the market's performance and it is likely that the industry will continue to grow at a moderate pace in the next couple of years.

Aruvian Research analyzes the Global Spirits Industry in Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market.

The report begins with a brief coverage of the global spirits industry and looks at the industry overview, value and volume analysis and an industry forecast till 2020.

The report then moves on to analyzing the industry through the Porter's Five Forces Framework analysis. The industry is analyzed through the bargaining power of buyers and suppliers, competitive rivalry in the industry, threat of new entrants to the industry and the threat of industry substitution.

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