

# **Companhia de Bebidas Das Americas (AMBEV) Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

Companhia de Bebidas Das Americas (AMBEV) Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Companhia de Bebidas Das Americas (AMBEV) and its competitors. This provides our Clients with a clear understanding of Companhia de Bebidas Das Americas (AMBEV) position in the [Food and Beverages](#) Industry.

The report contains detailed information about Companhia de Bebidas Das Americas (AMBEV) that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Companhia de Bebidas Das Americas (AMBEV). It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Companhia de Bebidas Das Americas (AMBEV) financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows

presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Companhia de Bebidas Das Americas (AMBEV) competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Companhia de Bebidas Das Americas (AMBEV) business.

### **About Companhia de Bebidas Das Americas (AMBEV)**

Companhia de Bebidas das Américas—AmBev engages in the brewing operations in Latin America. The company produces, distributes, and sells beer, carbonated soft drinks (CSDs) and other non-alcoholic and non-carbonated products in 14 countries across the Americas.

In 2009, the company's aggregate beer and CSD production capacity was 234.2 million hectoliters per year. Its total annual beer production capacity was 155.4 million hectoliters. The company's total CSD production capacity was 78.8 million hectoliters. In 2009, the production of these facilities totaled 110.7 million hectoliters for beer and 44.0 million hectoliters for CSD.

#### **Business Units**

The company conducts operations through three business units: Latin America North, Latin America South, and Canada business unit.

## Latin America North

Latin America North, which includes the company's operations in Brazil, where it operates two divisions: beer sales (Beer Brazil) and carbonated soft drinks and non-alcoholic non-carbonated sales (CSD & NANC Brazil); and Hispanic Latin America Operations, Excluding Latin America South (HILA-Ex), operations comprising the Dominican Republic, Ecuador, Guatemala (which also serves El Salvador and Nicaragua), Peru and Venezuela.

The company's main competitor in this market is The Coca-Cola Company. Its main CSD brands are Guaraná Antarctica, the company in the 'non-cola' flavor segment, and Pepsi Cola, which is sold under the exclusive production and bottling agreements with PepsiCo.

In El Salvador, the main packaging presentation is the returnable 12 oz. glass bottle. The company's main competitor in El Salvador is a local subsidiary of SAB Miller.

In Guatemala, the main packaging presentations are the returnable, 12 oz. and 1 liter glass bottles. The company's main competitor in Guatemala is Cervecería Centro Americana.

In Nicaragua, the main packaging presentation is the returnable, 1.0 liter glass bottle. The company's main competitor in Nicaragua is a joint venture among Guatemala's Cervecería Centro Americana and a Costa Rica investor group named Florida Ice & Farm Co.

The main packaging presentation in Dominican Republic is the returnable, 650-milliliter glass bottle, which is predominantly sold in small retail stores. Cervecería Nacional Dominicana, which is owned by local investors and competes with Brahma, Brahma Light, Brahma Ice, Stella Artois, Budweiser and Bud Light brands.

In the Dominican CSD Market, the company's main brands are Red Rock, Pepsi-Cola, Seven UP, and H2OH! (all of which are marketed under a bottling agreement with PepsiCo).

The company's main brands in Ecuador are Brahma and Zenda, and its distribution system in Ecuador is comprised of direct distribution operations in Guayaquil and third-party distributors around the country.

The main brands that the company sells in Peru are Brahma and Zenda and the distribution system used for beer business is also used for CSD sales, and is comprised of direct distribution operations and third-party distributors.

The main brands that the company sells in Peru are Pepsi-Cola, Seven Up, Concordia and Triple Kola, all of them sold under a bottling agreement with PepsiCo.

The company's main brands in Venezuela are Brahma Light, Brahma Chopp, Extra Light and Zulia, and its distribution system is comprised of direct distribution operations and third-party distributors.

#### Latin America South

Latin America South, which includes the company's Quinsa operations in the countries of Argentina, Bolivia, Paraguay, Uruguay and Chile.

The company serves approximately 350,000 points of sale in all Argentina both directly and through exclusive third party distributors. Its main brands in Argentina are Quilmes Cristal, Brahma, and Andes. The company's main competitor in Argentina is CCU.

The company's main brands in Bolivia are Paceña, Taquiña and Huari. In March 2009, Quinsa acquired from SAB Miller plc, 100% of the share capital of Bebidas y Aguas Gaseosas Occidente S.R.L., becoming the bottler of Pepsi in Bolivia. The company's main brands in Chile are Brahma, Becker, and Báltica.

The company's main brands in Paraguay are Brahma and Pilsen, and as of March 2009, the company also became the distributors of the Budweiser brand in Paraguay.

The company's main brands in Uruguay are Pilsen and Patricia.

#### Canada business unit

Canada business unit is represented by the Labatt operations, which sells domestic and A-B InBev beer brands, as well as Brahma in Canada and exports Canadian brands to the United States.

The company owns together with Molson and Sleeman, a distribution and retail company named Brewers Retail Inc., the retail component of which carries out business

as The Beer Store (TBS). TBS and the Liquor Control Board of Ontario, a chain of liquor stores owned by the government of the Province of Ontario (LCBO), own the rights to sell beer for off-premise consumption in Ontario. TBS also has the rights to supply domestic-produced beer to the LCBO.

The company's main competitor in Canada is Molson. It also competes with smaller local brewers, such as Sleeman Breweries Ltd. (Sleeman) and Moosehead Breweries Ltd. Its main brands in Canada are Budweiser and Bud Light (brewed and sold under license from A-B InBev's subsidiary Anheuser-Busch, Inc.) (Anheuser-Busch), Labatt Blue, Alexander Keith's, and Kokanee.

### Suppliers

The company's malt suppliers are Canada Malting, Soufflet, Agromalte, and Avangard. Its suppliers of hops are the Barth-Haas Group, Yakima Chief, Inc., Hopsteiner, and HVG Hopfenverwertungsgenossenschaft.

### History

Companhia de Bebidas das Américas—AmBev was founded in 1888.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Companhia de Bebidas Das Americas (AMBEV) Direct Competitors
- 5.2. Comparison of Companhia de Bebidas Das Americas (AMBEV) and Direct Competitors Financial Ratios
- 5.3. Comparison of Companhia de Bebidas Das Americas (AMBEV) and Direct Competitors Stock Charts
- 5.4. Companhia de Bebidas Das Americas (AMBEV) Industry Analysis
  - 5.4.1. Food and Beverages Industry Snapshot
  - 5.4.2. Companhia de Bebidas Das Americas (AMBEV) Industry Position Analysis

## **6. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. BRAZIL PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors

9.4. Technological Factors

9.5. Environmental Factors

9.6. Legal Factors

## **10. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. COMPANHIA DE BEBIDAS DAS AMERICAS (AMBEV) VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Companhia de Bebidas Das Americas (AMBEV) Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

Companhia de Bebidas Das Americas (AMBEV) 1-year Stock Charts

Companhia de Bebidas Das Americas (AMBEV) 5-year Stock Charts

Companhia de Bebidas Das Americas (AMBEV) vs. Main Indexes 1-year Stock Chart

Companhia de Bebidas Das Americas (AMBEV) vs. Direct Competitors 1-year Stock Charts

Companhia de Bebidas Das Americas (AMBEV) Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.



## List Of Tables

### LIST OF TABLES

Companhia de Bebidas Das Americas (AMBEV) Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Companhia de Bebidas Das Americas (AMBEV) Key Executives  
Companhia de Bebidas Das Americas (AMBEV) Major Shareholders  
Companhia de Bebidas Das Americas (AMBEV) History  
Companhia de Bebidas Das Americas (AMBEV) Products  
Revenues by Segment  
Revenues by Region  
Companhia de Bebidas Das Americas (AMBEV) Offices and Representations  
Companhia de Bebidas Das Americas (AMBEV) SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Companhia de Bebidas Das Americas (AMBEV) Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Companhia de Bebidas Das Americas (AMBEV) Capital Market Snapshot  
Companhia de Bebidas Das Americas (AMBEV) Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Food and Beverages Industry Statistics

Companhia de Bebidas Das Americas (AMBEV) Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Companhia de Bebidas Das Americas (AMBEV) Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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