

# Accolade Wines Ltd in Wine (World )

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## Abstracts

Formed as a result of Constellation Brands's divestment of its UK and Australian operations, Accolade was the world's eighth largest wine player in 2013. The company inherited a position where it was overly reliant on the low-margin UK and Australian markets, which the new owner is now trying to address. This profile looks at how the new owner is going about how it is doing this and what else it could do.

Euromonitor International's Accolade Wines Ltd in Wine (World ) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Alcoholic Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Wine market;

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Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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