

Ajinomoto (Thailand) Co Ltd in Hot Drinks (Thailand)

<https://marketpublishers.com/r/AF2481A745CEN.html>

Date: July 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: AF2481A745CEN

Abstracts

With the purpose of accomplishing a more-profitable business, Ajinomoto (Thailand) Co has been focusing on the premiumisation trend within coffee. Under its Birdy umbrella brand, the company offers Birdy Primo and Birdy Barista for its RTD blended coffee in plastic bottles and RTD fresh coffee in cans. The premiumisation of its products is not limited to RTD coffee, but also covers instant coffee under the same brand. These products are offered with premium positioning in terms of packaging,...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

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.

Contents

Strategic Direction

Key Facts

Summary 1 Ajinomoto (Thailand) Co Ltd: Key Facts

Summary 2 Ajinomoto (Thailand) Co Ltd: Operational Indicators

Company Background

Production

Summary 3 Ajinomoto (Thailand) Co Ltd: Production Statistics 2014

Competitive Positioning

Summary 4 Ajinomoto (Thailand) Co Ltd: Competitive Position 2014

I would like to order

Product name: Ajinomoto (Thailand) Co Ltd in Hot Drinks (Thailand)

Product link: <https://marketpublishers.com/r/AF2481A745CEN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF2481A745CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970