

# AmorePacific Corp in Hot Drinks (South Korea)

<https://marketpublishers.com/r/A18E12256ACEN.html>

Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A18E12256ACEN

## Abstracts

Over the forecast period, AmorePacific Corp will continue to develop new premium tea products that are capable of competing with world famous imported brands. In particular, it will focus on launching new green and black tea products that are made with traditional South Korean ingredients such as Jeju citrus fruits. The company will also work to improve distribution of its Sulloc brand via department stores and specialist tea retailers, as well as via its own on-trade outlets. In addition to str...

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 AmorePacific Corp: Key Facts

Summary 2 AmorePacific Corp: Operational Indicators 2014-2015

Competitive Positioning

Summary 3 AmorePacific Corp: Competitive Position 2016

## I would like to order

Product name: AmorePacific Corp in Hot Drinks (South Korea)

Product link: <https://marketpublishers.com/r/A18E12256ACEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A18E12256ACEN.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