

Anadolu Efes in Beer - Global

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Abstracts

The dominant brewer in Turkey, Western Europe's fastest growing major beer market, and a significant player in Russia, Anadolu Efes is an attractive acquisition target in a global market with few remaining large-scale opportunities. The profile analyses the company's efforts to meet the considerable challenges presented by core markets and extend its geographic reach in Eastern Europe and Asia Pacific, as well as considering the most effective paths for future development.

Euromonitor International's Anadolu Efes in Beer - Global 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: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, 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 Alcoholic 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.

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