

Anadolu Group in Beer (Global)

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Abstracts

Turkey's dominant brewer, Anadolu significantly strengthened its standing in Russia and Ukraine through its strategic alliance with SABMiller in 2012. This profile considers how Anadolu can build on its enhanced position in Eastern Europe, and how it can adapt to conditions that are increasingly hostile to the development of beer sales in several key markets.

Euromonitor International's Anadolu Group 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: Dark Beer, Lager, Lager by Origin, Low/Non- Alcohol Beer, Stout.

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

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Get a detailed picture of the Beer 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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