

Anheuser-Busch InBev NV in Beer (World)

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Abstracts

AB InBev - the world's largest brewer - benefits from an offer that spans a broad range of geographies, beer categories and price points, which boosts its capacity to adapt. Flexibility will prove advantageous, given the array of challenges currently facing the industry. The company continues to expand its no/low alcohol offering and is exploring growth prospects outside beer. This profile analyses AB InBev's strategic opportunities and potential obstacles.

Euromonitor International's Anheuser-Busch InBev NV in Beer (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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

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.

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

Introduction
State of play
Exposure to future growth
Competitive positioning
Lager
Non/low alcohol beer
RTDs & beyond beer
Key findings
Appendix

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