

# Asahi Breweries Ltd in Beer (Global )

<https://marketpublishers.com/r/A7CF22FE638EN.html>

Date: May 2012

Pages: 34

Price: US\$ 572.00 (Single User License)

ID: A7CF22FE638EN

## Abstracts

Asahi Breweries was the leading Japanese brewer in 2011. Due to difficult market conditions in Japan, the company has increased its focus on international expansion. It strengthened its position with acquisitions in New Zealand and Australia in 2011, but its presence remains strongly biased towards the mature and declining Japanese market. In order to enhance its growth prospects, Asahi has to continue to look for opportunities abroad, and its Chinese business will be key to its growth.

This is the new descriptor.

**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.

## Why buy this report?

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.

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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Category and Geographic Opportunities  
Brand Strategy  
Operations  
Recommendations

## I would like to order

Product name: Asahi Breweries Ltd in Beer (Global )

Product link: <https://marketpublishers.com/r/A7CF22FE638EN.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](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/A7CF22FE638EN.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