

Bacardi & Co Ltd in Spirits and Wine (World)

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Abstracts

The world's sixth largest spirits producer and 16th largest vintner, Bacardi faces significant challenges, including seeing its eponymous rum brand and core wine brand, Martini, both fall out of step with evolving demand in key markets. This profile analyses the effectiveness of the company's strategic responses to these issues, including its efforts to target rising craft-orientated demand through acquisition and brand repositioning.

Euromonitor International's Bacardi & Co Ltd in Spirits and Wine (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/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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