

# Bacardi & Co Ltd (World)

<https://marketpublishers.com/r/B327ACE0116EN.html>

Date: September 2018

Pages: 42

Price: US\$ 572.00 (Single User License)

ID: B327ACE0116EN

## Abstracts

Bacardi continues to suffer from too narrow a focus in both geographic and brand terms, leading to declines for many of its brands. Nevertheless with the acquisition of the Patron super-premium brand, the company is making strides certainly in broadening and premiumising its range, if not on its geographic spread. This profile will look at what it has done and what more it should be doing.

Euromonitor International's Bacardi & Co Ltd (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.

## 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  
Strategic Evaluation  
Competitive Positioning  
Spirits  
Wine  
Prospects  
Recommendations

## I would like to order

Product name: Bacardi & Co Ltd (World)

Product link: <https://marketpublishers.com/r/B327ACE0116EN.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/B327ACE0116EN.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