

Bacardi & Co Ltd (World)

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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.

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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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