

Bacardi & Co Ltd in Spirits (World)

<https://marketpublishers.com/r/B6E3D656126EN.html>

Date: October 2014

Pages: 35

Price: US\$ 572.00 (Single User License)

ID: B6E3D656126EN

Abstracts

Bacardi is the world's seventh largest spirits company and the global leader in rum. This profile analyses the company's efforts to revitalise its key brands and expand its product offer in the face of intensifying competition and rapidly evolving demand trends in core developed markets, and considers opportunities for further expansion in emerging markets.

Euromonitor International's Bacardi & Co Ltd in Spirits (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: Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

Get a detailed picture of the Spirits 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

Bacardi & Co Ltd in Spirits (World)
Euromonitor International
October 2014
Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Geographic and Category Opportunities
Brand Strategy
Operations
Recommendations

I would like to order

Product name: Bacardi & Co Ltd in Spirits (World)

Product link: <https://marketpublishers.com/r/B6E3D656126EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B6E3D656126EN.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