

# Bacardi & Co Ltd in Spirits (World)

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## 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.

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