

Bacardi & Co Ltd in Wine (World)

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Abstracts

The world's seventh largest spirits company, Bacardi also ranks 14th in the global wine market. This profile analyses Bacardi's efforts to address the significant challenges facing its core fortified wine and vermouth interests, as well as considering opportunities for expanding its presence in sparkling wine

Euromonitor International's Bacardi & Co Ltd in 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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