

# Bacardi in Spirits - Global

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Date: February 2011

Pages: 33

Price: US\$ 572.00 (Single User License)

ID: B0D84194309EN

## Abstracts

The Global's third largest international spirits company and seventh largest overall, Bacardi is suffering with global volumes declining for the second year in a row in 2010. The profile looks at the reasons behind the decline, what the company is doing to counter this and what else it needs to do to grow and develop.

Euromonitor International's Bacardi in Spirits - Global 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), Whisk(e)y, 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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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