

# Bacardi in Wine - Global

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## Abstracts

Although the Global's 10th biggest wine producer in 2010, Bacardi has been struggling for growth in recent years, with the sluggish growth of its core Martini brand in its main Western Europe markets and difficulties in the fast growing Eastern Europe markets. The profile looks at what the company needs to do, including selling off its wine division to aid expansion of its equally problematic spirits division.

Euromonitor International's Bacardi in Wine - 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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