

Beam Inc in Spirits (World)

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Abstracts

Beam, as the world's fourth largest international spirits company and seventh largest overall, should be in a strong position. In some ways it is, however, it suffers from a large proportion of its volumes being in low-growth brands and more importantly too narrow a focus geographically. This profile looks at the company's strategy and looks at what more it should do to expand internationally.

Euromonitor International's Beam Inc 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.

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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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