

Brasseries Kronenbourg SA in Alcoholic Drinks (France)

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Abstracts

Brasseries Kronenbourg SA maintained its volume leadership in 2012 by capturing 32% of total sales of beer in France. The gap with Heineken Entreprise SAS (31% of sales volume) has widened. In this battle for volume leadership, Brasseries Kronenbourg seems to be orientating its strategic direction around two main areas: being a responsible leader (environmental and societal) and adopting a patriotic positioning (the first brewer to have included the Made in France label "Origine France...)

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