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Campari Milano SpA, Davidein Spirits and Wine (World)

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Abstracts

2016 saw Campari continue its strategic refocusing on high-margin spirits brands through the acquisition of Grand Marnier and the divestment of non-core business, Casoni Fabbricazione Liquori. This profile analyses the effectiveness of this strategy and the challenges the company faces in nurturing its expanded spirits portfolio in light of its growing focus on the US market and developments such as the rise of craft spirits.

Euromonitor International's Campari Milano SpA, Davidein Spirits and 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: 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;

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