

Campari in Wine (Global)

<https://marketpublishers.com/r/CB2764E7C74EN.html>

Date: March 2011

Pages: 32

Price: US\$ 572.00 (Single User License)

ID: CB2764E7C74EN

Abstracts

Ranked outside the Global top 40 in wine, Campari's ongoing acquisitive ambitions are primarily focused on spirits. However, the character of the company's wine portfolio presents notable potential to leverage expansion in spirits to enhance the development of its wine brands. This profile analyses the opportunities for Campari's wine brands to build on its spirits operations' strengths in distribution and branding, as well as considering key markets for geographic expansion...

Euromonitor International's Campari 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Wine 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.

Contents

Campari in Wine (Global)
Euromonitor International
March 2011
Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Category and Geographic Opportunities
Brand Strategy
Operations
Recommendations

I would like to order

Product name: Campari in Wine (Global)

Product link: <https://marketpublishers.com/r/CB2764E7C74EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CB2764E7C74EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970