

# Campari Milano Spa, Davide in Spirits (World)

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## Abstracts

The world leader in liqueurs, Campari continued its strategy of acquisitive expansion in 2014. This profile analyses the company's efforts to fill gaps in its portfolio, including its move into Canadian whisky through the acquisition of Forty Creek Distillery. It also looks at remaining potential target areas, and opportunities to utilise its established strengths to further develop its brands.

Euromonitor International's Campari Milano Spa, Davide 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:** Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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