

Campari Milano SpA , Davide in Wine (World)

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Abstracts

Campari is a major player in vermouth and sparkling wine. This profile analyses the company's response to challenging conditions in vermouth and its efforts to tap into growth opportunities in both vermouth and sparkling wine in key emerging markets. It also considers ways in which Campari can leverage its significant strength in spirits to expand its wine interests.

Euromonitor International's Campari Milano SpA , Davide in 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: 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.

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