

# Campari Milano Spa , Davide in Wine (World)

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## Abstracts

Campari, with only 0.2% of global volume sales in 2012 is a minor player in the category, ranked only 40th. Its strength is based on the Cinzano brand which is in both vermouth and other sparkling wine. Both categories offer Campari opportunities for growth as well as problems. This profile looks at what Campari is doing to get the most out of its existing portfolio and what more the company could do.

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.

## 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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