

CCLF-CSR in Alcoholic Drinks (France)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C54072FA7DDEN

Abstracts

For CCLF-CSR (Agrial Groupe), 2016 was a very difficult year. The French leader in cider/perry was unable to escape the category's heavy decline. Cider/perry in France is struggling to break free from its current status as a light alcoholic drink mainly for Three Kings Day and Candlemas, while also facing increasing competition from beer, particularly non/low-alcohol beer.

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Contents

Strategic Direction

Key Facts

Summary 1 CCLF-CSR: Key Facts

Summary 2 CCLF-CSR: Operational Indicators

Competitive Positioning

Summary 3 CCLF-CSR: Competitive Position 2016

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