

# Champagne and Issues Bubbling Under the Surface

<https://marketpublishers.com/r/C962E666CCBEN.html>

Date: April 2012

Pages: 30

Price: US\$ 2,000.00 (Single User License)

ID: C962E666CCBEN

## Abstracts

Champagne's direct correlation to economic dynamics has historically proven to be a double-edged sword. The category mirrors the state of economies and, at the same time, its narrow focus on Western markets increases downside risks in the case of a crisis. As dark clouds of fresh financial turmoil are gathering, will champagne's sparkle shield the category from a perfect storm of extreme discounting, other sparkling wine's cannibalising advance and the Champagne region's traditionalism?

Euromonitor International's Champagne and Issues Bubbling Under the Surface global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for 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.

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks 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.

## Contents

Champagne and Issues Bubbling Under the Surface

Euromonitor International

April 2012

Introduction

Macro-Economic Headaches

Regional Divergences

Fizzy Issues

How Bubbly is the Future?

Report Definitions

## I would like to order

Product name: Champagne and Issues Bubbling Under the Surface

Product link: <https://marketpublishers.com/r/C962E666CCBEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C962E666CCBEN.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