

Constellation Brands Inc in Alcoholic Drinks (World)

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Abstracts

Constellation Brands is the world's second largest vintner and the leading player in the US premium lager segment. This profile analyses the company's premiumisation strategy across its wine, beer and spirits operations, examines its response to the burgeoning US craft movement, and considers opportunities for further expansion.

Euromonitor International's Constellation Brands Inc in Alcoholic Drinks (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.

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.

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