

DE Master Blenders 1753 NV in Hot Drinks (World)

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Date: May 2014

Pages: 37

Price: US\$ 572.00 (Single User License)

ID: DA5E42D6770EN

Abstracts

DE Master Blenders is still in a transitional phase as it transforms itself from being Sara Lee's beverages division into an independent coffee and tea company. The company became part of the JAB family in 2013, showing its potential for growth, thus, any strategic decisions will also depend on Joh A Benckiser's financial objective for DE Master Blenders. The latter's acquisition of Norway's coffee leader Kaffehuset Friele creates a new avenue for growth.

Euromonitor International's DE Master Blenders 1753 NV in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot 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: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot 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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