

# Diageo in Spirits (World)

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## Abstracts

A combination of weak emerging market economies and historic failings of a pre-great recession focus on North America and Western Europe has meant the company has seen a couple of years of weak results. This profile looks at the problems facing Diageo, including with its United Spirits acquisition, but also the company's underlying strength as the world's leading distiller.

Euromonitor International's Diageo in Spirits (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:** Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

### Why buy this report?

Get a detailed picture of the Spirits 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

Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Market and Category Assessment  
Brand Strategy  
Operations  
Recommendations  
Appendix

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