

Diwisa Distillerie Willisau SA in Alcoholic Drinks (Switzerland)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: DF76BEE8BC8EN

Abstracts

In line with prevailing market trends, Diwisa Distillerie Willisau is anticipated to continue to focus on the process of developing its product portfolio, making it more exclusive and shifting it towards the premium end of the price spectrum. The company is expected to follow this strategy especially in light of decreasing per capita consumption of alcoholic drinks, which is attributable to consumers buying alcoholic drinks and spirits less frequently but at the same time choosing more-premium p...

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Contents

Strategic Direction

Key Facts

Summary 1 Diwisa Distillerie Willisau SA: Key Facts

Summary 2 Diwisa Distillerie Willisau SA: Operational Indicators

Competitive Positioning

Summary 3 Diwisa Distillerie Willisau SA: Competitive Position 2016

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