

# Dreher Sörgyarak Zrt in Alcoholic Drinks (Hungary)

<https://marketpublishers.com/r/D598438A6F2EN.html>

Date: May 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D598438A6F2EN

## Abstracts

Dreher Sörgyarak plans to strengthen its leading position in beer manufacturing by producing and distributing good-quality lager in every price segment. It is striving to expand its consumer base by offering new, trendy products such as on-trade fresh tank beer, dry hopped beer, flavoured/mixed lager (radler) or non-alcoholic flavoured beer. The company will continue to conduct wide-reaching innovative marketing campaigns which help to popularise beer consumption and shape the beer culture in Hu...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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

Strategic Direction

Key Facts

Summary 1 Dreher Sörgyarak Zrt: Key Facts

Summary 2 Dreher Sörgyarak Zrt: Operational Indicators

Competitive Positioning

Summary 3 Dreher Sörgyarak Zrt: Competitive Position 2016

## I would like to order

Product name: Dreher Sörgyarak Zrt in Alcoholic Drinks (Hungary)

Product link: <https://marketpublishers.com/r/D598438A6F2EN.html>

Price: US\$ 150.00 (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/D598438A6F2EN.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