

# FEMSA (Fomento Economico Mexicano SA de CV) in Soft Drinks (Mexico)

<https://marketpublishers.com/r/F302A0AB0BCEN.html>

Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F302A0AB0BCEN

## Abstracts

Although the core business of the company is soft drinks production and it is the main bottler of the brands owned by The Coca-Cola Co, FEMSA seeks to diversify from soft drinks as the company has reported that much of its growth comes from its other businesses. FEMSA's strategies aim to develop and expand its OXXO stores, while developing its private label options for food and beverages. The company's strategy includes the diversification and expansion of points of sale and services including p...

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:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

## Why buy this report?

Get a detailed picture of the Soft 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 FEMSA (Fomento Economico Mexicano SA de CV): Key Facts

Summary 2 FEMSA (Fomento Economico Mexicano SA de CV): Operational

Indicators

Competitive Positioning

Summary 3 FEMSA (Fomento Economico Mexicano SA de CV): Competitive Position  
2016

## I would like to order

Product name: FEMSA (Fomento Economico Mexicano SA de CV) in Soft Drinks (Mexico)

Product link: <https://marketpublishers.com/r/F302A0AB0BCEN.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/F302A0AB0BCEN.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