

# Greene King Plc in Alcoholic Drinks (United Kingdom)

<https://marketpublishers.com/r/G1FAA1714CBEN.html>

Date: June 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G1FAA1714CBEN

## Abstracts

Greene King will continue to seek to gain share through investment and innovation in its core ale brand portfolio and through the expansion of its distribution system by increasing the number of its pub outlets. Greene King also aims to promote an image for its brands based on local heritage so as to take advantage of the importance that consumers place on provenance.

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 Greene King Plc: Key Facts

Summary 2 Greene King Plc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Greene King Plc: Competitive Position 2013

## I would like to order

Product name: Greene King Plc in Alcoholic Drinks (United Kingdom)

Product link: <https://marketpublishers.com/r/G1FAA1714CBEN.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/G1FAA1714CBEN.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