

Grupo Modelo SA de CV in Beer (World)

<https://marketpublishers.com/r/G27B6C50FF6EN.html>

Date: April 2012

Pages: 38

Price: US\$ 572.00 (Single User License)

ID: G27B6C50FF6EN

Abstracts

Grupo Modelo was the seventh largest global brewer in 2011. The company is the leading player in its domestic Mexican market, and its Corona Extra brand is exported to 180 countries. Modelo is well placed for future growth in Mexico, and should be able to benefit from the growing popularity of imported premium lager brands in its main US, Canadian and UK markets, but in order to maximise its growth, it should invest in strengthening its position in key markets and extending its coverage further.

This is the new descriptor.

Product coverage: Dark Beer, Lager, Lager by Origin, Low/Non- Alcohol Beer, Stout.

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

Why buy this report?

Get a detailed picture of the Beer 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

Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Category and Geographic Opportunities
Brand Strategy
Operations
Recommendations

I would like to order

Product name: Grupo Modelo SA de CV in Beer (World)

Product link: <https://marketpublishers.com/r/G27B6C50FF6EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G27B6C50FF6EN.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