

Gruppo Campari (World)

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Abstracts

Campari is the world's 16th biggest distiller by volume. Over 2012-2017, the company saw strong growth. This occurred through a mix of acquisitions, the latest of which was Bisquit cognac in late 2017, and organic growth. The latter has been driven primarily by its Aperol brand. In contrast, many of the recent acquisitions, such as Wild Turkey, have failed to perform. The profile will review the company's performance and look at what it needs to do to improve.

Euromonitor International's Gruppo Campari (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Alcoholic Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

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Get a detailed picture of the Spirits 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.

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