

InBev Italia srl in Alcoholic Drinks (Italy)

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Abstracts

InBev Italia's strategy for the forecast period will be to continue its occasion-based marketing, and to promote its products. The company will concentrate its efforts on meeting consumers' expectations and adapting to the evolution of consumers' drinking habits. The trend towards increased home consumption of premium products, focusing on the correct distribution channels, will play to the company's strengths. InBev is seeking to add prestige and value to less popular brands, like Leffe,...

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