

Jacobs Douwe Egberts in Hot Drinks (World)

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Abstracts

JDE is one of the world's leading coffee companies. While far behind in terms of sales, its continued efforts in coffee pods make it a serious contender to Nestlé in the category. The company's acquisitions are likely to continue in the event of an initial public offering in the next two years. JDE intends on diversifying away from Europe and looks to reclaim a significant share of instant coffee by acquiring well established, local companies.

Euromonitor International's Jacobs Douwe Egberts in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot 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.

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Competitive Positioning
Coffee

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