

Keurig Green Mountain in Hot Drinks (World)

<https://marketpublishers.com/r/KA70D61DDF6EN.html>

Date: March 2016

Pages: 60

Price: US\$ 572.00 (Single User License)

ID: KA70D61DDF6EN

Abstracts

Keurig is a global leader in fresh ground coffee pods as well as a manufacturer of hard pod coffee machines. It has a much smaller presence in standard fresh ground coffee and fresh coffee beans. The US-based company's presence is limited to the US, Canada and the UK. Its net sales have declined recently, due to lower demand for its hard pod coffee machines including its Keurig 2.0 brewer. Keurig has been able to grow sales of its K-Cups by entering into new licensing agreements.

Euromonitor International's Keurig Green Mountain 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.

Contents

Strategic Evaluation
Competitive Positioning
Market Assessment
Geographic and Category Opportunities
Brand Strategy
Brand Strategy
Operations
Four Challenges

I would like to order

Product name: Keurig Green Mountain in Hot Drinks (World)

Product link: <https://marketpublishers.com/r/KA70D61DDF6EN.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/KA70D61DDF6EN.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