

Lavazza SpA, Luigi in Coffee (World)

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Abstracts

Lavazza is the third biggest coffee company in the world. It actively pushes its organic growth by leveraging higher value coffee trends such as organic, sustainability, premium and specialty coffee. Additionally, it has engaged in an international expansion strategy by completing a series of merger and acquisition operations. Moreover, Lavazza is present on all fronts, on-trade, retail, office spaces, sports events, an essential strategy to thrive in a highly consolidated global coffee market.

Euromonitor International's Lavazza SpA, Luigi in Coffee (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.

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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.

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