

LVMH Moët Hennessy Louis Vuitton SA in Wine and Spirits (World)

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Abstracts

LVMH Moët Hennessy Louis Vuitton is the world's largest luxury goods company, and the global leader in cognac and champagne. This profile analyses the company's efforts to adapt established luxury brands to the demands of non-traditional younger consumers, examines the impact of significant challenges in the important Chinese market, and considers opportunities for the further development of its spirits and wine operations.

Euromonitor International's LVMH Moët Hennessy Louis Vuitton SA in Wine and Spirits (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: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

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

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Get a detailed picture of the Alcoholic 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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