

LVMH Moët Hennessy Louis Vuitton SA in Wine (World)

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Abstracts

LVMH owns the world's two leading champagne brands: Moët & Chandon; and Veuve Clicquot. The champagne market's outlook however is modest, with its largest market Western Europe not feeling the desire to celebrate in recent years. Meanwhile other sparkling wine is competing more fiercely for share of throat in North America. China has emerged as a major strategic interest, both in sparkling wine and in still light grape wine, as Chinese consumers wake up to the attractions of champagne and red wi...

Euromonitor International's LVMH Moët Hennessy Louis Vuitton SA in Wine (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.

Why buy this report?

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.

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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