

# LVMH in Wines (World)

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Date: March 2012

Pages: 33

Price: US\$ 572.00 (Single User License)

ID: L291BB5E237EN

## Abstracts

LVMH's wines and champagnes are an impressive image-making and income-generating business, which is returning to growth after a recessionary downturn. The main challenge ahead for the company is to maintain its highest-margin business despite its heavy exposure to vulnerable markets. Could this be done in emerging markets with no champagne-drinking culture? And would the growth of other sparkling wine turn out to be a threat to its core money-makers?

This is the new descriptor.

**Product coverage:** Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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 30 years experience of publishing market research

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