

## LVMH Möet Hennessy Louis Vuitton SA in Spirits (World)

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LVMH's key focus in spirits is the cognac market with its Hennessy brand. However, it has expanded in other categories in recent years including single malt Scotch whisky, vodka and Chinese baijiu. China has emerged as the company's second largest cognac market but a recent government crackdown on corruption and concerns over slowing growth have prompted a pull-back that has affected recent results.

Euromonitor International's LVMH Möet Hennessy Louis Vuitton SA in 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:** 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 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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