

Mondelez International, Inc in Hot Drinks (United Kingdom)

<https://marketpublishers.com/r/M86073B094DEN.html>

Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M86073B094DEN

Abstracts

Mondelez, the new name for what used to be Kraft, is trying to establish and improve its position in the very competitive coffee category. Moving into the premium segment would appear to be its chosen path for growth. In other hot drinks, with the Cadbury brand which became fair trade last year, the reasoning seems to be the same. A more focused strategy on key areas is expected in the future.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

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.

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.

Contents

Strategic Direction

Key Facts

Summary 1 Mondelez UK Ltd.: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Mondelez UK Ltd: Competitive Position 2012

I would like to order

Product name: Mondelez International, Inc in Hot Drinks (United Kingdom)

Product link: <https://marketpublishers.com/r/M86073B094DEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M86073B094DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970