

Mondelez International, Inc in Hot Drinks (World)

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Abstracts

2012 marked the first year of Mondelez operating as a separate entity to Kraft Foods Inc. The company has assumed among other interests the former's snacks and coffee business in non-North American markets. The stronger emerging market presence of the new Mondelez should put it on a higher growth trajectory. However, in hot drinks a number of challenges remain, notably overcoming the dominance of Keurig in North America and Nespresso in Western Europe.

Euromonitor International's Mondelez International, Inc in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot 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: 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.

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