

Nestlé Deutschland AG in Soft Drinks (Germany)

https://marketpublishers.com/r/N4A95C9B5E6EN.html

Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: N4A95C9B5E6EN

Abstracts

Nestlé Deutschland AG ranked eighth in the German soft drinks market in 2012. Its strategy is to offer well-known brands but in a few categories, such as Vittel in bottled water and Nescafé in RTD coffee. The company mainly focuses on the advertising of its core brands.

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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Soft 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 Nestlé Deutschland AG: Key Facts

Company Background

Production

Summary 2 Nestlé Deutschland AG: Production Statistics 2012

Competitive Positioning

Summary 3 Nestlé Deutschland AG: Competitive Position 2012



I would like to order

Product name: Nestlé Deutschland AG in Soft Drinks (Germany)

Product link: https://marketpublishers.com/r/N4A95C9B5E6EN.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

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/N4A95C9B5E6EN.html

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

| Email: | |
|---------------|---------------------------|
| Company: | |
| Address: | |
| City: | |
| Zip code: | |
| Country: | |
| Tel: | |
| Fax: | |
| Your message: | |
| | |
| | |
| | |
| | **All fields are required |
| | Custumer 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