

Other Spirits in Developing Markets: Crisis as an Opportunity

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Abstracts

Other Spirits is often an overlooked category by major players, but significant mainly in developing markets. Other Spirits sizes and number of consumers, position it as one of the most consumed Spirits worldwide. The performance and behaviour of the category during the two financial crises seen in the last 20 years show a resilient category and offer many important lessons to deepen the understanding on developing markets consumption of Spirits and tapping into the potential of Other Spirits.

Euromonitor International's Other Spirits in Developing Markets: Crisis as an Opportunity global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic 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.

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