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Pernod Ricard Brasil Indústria e Comércio Ltda in Luxury Goods (Brazil)

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Abstracts

Pernod Ricard is expected to continue to invest in innovation as a growth driver and in digital media to reinforce brand image. As a result, Brazil's strategic importance to Pernod Ricard is expected to increase during the forecast period, with the country set to become one of the top 10 markets by revenue for the company.

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.

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