

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.

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