

Pernod Ricard Groupe in Spirits (World)

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Abstracts

Premiumisation remains at the heart of Pernod Ricard's strategy as pandemic recovery progresses. The company continues to expand its presence in the key whiskies category, with recent high-end acquisitions in bourbon boosting opportunities in the US. However, Pernod Ricard faces intensifying competition with main rival Diageo in premium sectors across major markets. This report analyses the opportunities and challenges for Pernod Ricard as it navigates an evolving spirits landscape.

Euromonitor International's Pernod Ricard Groupe in Spirits (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Alcoholic 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: 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.

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