

Pernod Ricard Sweden AB in Luxury Goods (Sweden)

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Abstracts

Over the forecast period, Pernod Ricard Sweden will continue to focus on its strategic brands, including those in the luxury category, such as Chivas Regal, Mumm and Glenlivet. The company will continue to build a positive relationship with the retail monopoly Systembolaget as well as further develop its activities in the on-trade channel.

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

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