

# PernodRicardGroupe in Spirits (World)

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## Abstracts

Thanks to the strength of its Indian whiskies, Pernod Ricard increased its share of global spirits during 2015. However, despite Diageo's stagnation, the French company is still a distant second in global volume terms. While catching up with Diageo is unlikely, there are still things Pernod can do to improve its position. This profile looks at its present position and highlights ways in which it might improve this position.

Euromonitor International's PernodRicardGroupe 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/High-Strength Premixes, 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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