

PernodRicardGroupe in Wine (World)

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Abstracts

Pernod Ricard is working to adapt its wine operations to evolving millennial demand, influenced by the rise of digital media and the expansion of the craft movement. This profile analyses the company's efforts to attract younger consumers to wine, to build a value ladder to a more premium-orientated portfolio, and to respond to major challenges, including intense discounting, competition from rival products, and the expansion of major competitors.

Euromonitor International's PernodRicardGroupe in Wine (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.

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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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Contents

PernodRicardGroupe in Wine (World)
Euromonitor International
October 2016
Scope of the Report
Overview
Competitive Positioning
Market Assessment
Market and Category Assessment
Brand Strategy
Operational Details
Recommendations

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