

Schweppes SA in Soft Drinks (Spain)

<https://marketpublishers.com/r/S7973CC0A61EN.html>

Date: June 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: S7973CC0A61EN

Abstracts

In 2013 Schweppes continued to work on the adaptation of its portfolio after the acquisition of Sunny Delight España in 2012. Despite its leadership in juice drinks (up to 24% juice) in 2013, the company struggled to reverse the downwards performance of the category, with impoverished consumers reducing their spending on non-essential references. In an attempt to stimulate consumption of this product, the company focused on several areas, including packaging, by reducing the size of the Sunny...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Soft 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Schweppes SA: Key Facts

Summary 2 Schweppes SA: Operational Indicators

Company Background

Production

Summary 3 Schweppes SA: Production Statistics 2013

Competitive Positioning

Summary 4 Schweppes SA: Competitive Position 2013

I would like to order

Product name: Schweppes SA in Soft Drinks (Spain)

Product link: <https://marketpublishers.com/r/S7973CC0A61EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S7973CC0A61EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970