

Shanghai Bacchus Liquor Co Ltd in Alcoholic Drinks (China)

<https://marketpublishers.com/r/SFDB872E782EN.html>

Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SFDB872E782EN

Abstracts

Shanghai Bacchus Liquor Co is the largest player within RTDs/high-strength premixes in China, accounting for a 65% volume share in 2016. Sales of RTDs/high-strength premixes slumped from the third quarter of 2015. To restore enthusiasm in these products and to retain sustainable interest from its target consumers, Shanghai Bacchus Liquor Co will focus mainly on new product developments and on further expanding to lower-tier cities in 2017.

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: 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.

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 Shanghai Bacchus Liquor Co Ltd: Key Facts

Summary 2 Shanghai Bacchus Liquor Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Shanghai Bacchus Liquor Co Ltd: Competitive Position 2016

I would like to order

Product name: Shanghai Bacchus Liquor Co Ltd in Alcoholic Drinks (China)

Product link: <https://marketpublishers.com/r/SFDB872E782EN.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/SFDB872E782EN.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