

Sichuan Yibin Wuliangye Distillery Co Ltd in Alcoholic Drinks (China)

<https://marketpublishers.com/r/SFE91BDD462EN.html>

Date: June 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SFE91BDD462EN

Abstracts

After demand for Sichuan Yibin Wuliangye's products shrunk in 2014, in 2015 the company restructured itself to distribute more economy-to-mid-priced products, to cater to increasing individual and household consumption. This was a successful move. Over the forecast period, the company will prioritise raising retail unit prices among its super premium products, eg Wu Liang Ye Puwu (ABV of 52%), to maintain a healthy pricing strategy, and will continually market mid-priced products to the growing...

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 Sichuan Yibin Wuliangye Distillery Co Ltd: Key Facts

Summary 2 Sichuan Yibin Wuliangye Distillery Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Sichuan Yibin Wuliangye Distillery Co Ltd: Competitive Position 2015

I would like to order

Product name: Sichuan Yibin Wuliangye Distillery Co Ltd in Alcoholic Drinks (China)

Product link: <https://marketpublishers.com/r/SFE91BDD462EN.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/SFE91BDD462EN.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