

Strauss Group Ltd in Hot Drinks (World)

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Abstracts

Strauss is a mid-sized hot drinks company with limited geographic presence. It has established a strong presence in Eastern Europe and Russia. The company focuses on coffee and has little presence in other categories. Its joint venture in Brazil, Strauss/São Miguel, is a good platform for it to expand into the market. The launch of Nespresso-compatible capsules in Israel means it has started to catch up with the latest pod trend. It needs to look into pod in Brazil and Europe in the short.

Euromonitor International's Strauss Group Ltd in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot 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: Coffee, Other Hot Drinks, Tea.

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

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Get a detailed picture of the Hot 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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