

Suntory Holdings Ltd (Beam Suntory) in Spirits (World)

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Abstracts

Suntory's surprise takeover of Beam in April 2014 has created the world's sixth biggest spirits company. Although not currently showing in Euromonitor International data, this profile will look at Suntory's new spirits division, Beam Suntory (as it will be known throughout the profile), and as it has inherited Beam's strengths and weaknesses the profile will examine how well placed the new company is to grow.

Euromonitor International's Suntory Holdings Ltd (Beam Suntory) in Spirits (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: Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

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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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