

Suntory Holdings Ltd in Health and Wellness (World)

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Abstracts

Suntory set up two joint ventures (in the UK and Thailand) in 2016-2017, showing its strong desire to stretch geographical coverage and category diversification. The bold reformulation in the UK market is a proactive move however it remains to be seen how consumers react to this change with their familiar brands and taste. In Japan, FOSHU drinks are facing increasing competition from FFC labelled products. NH variants are the drivers for HW soft drinks in its target Southeast Asian markets.

Euromonitor International's Suntory Holdings Ltd in Health and Wellness (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Prime Positioning and Focus Categories by Key Functional Ingredients, Health and Wellness by Type, Health Wellness by Prime Positioning.

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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