

Suntory Holdings Ltd in Spirits (World)

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Date: December 2018

Pages: 42

Price: US\$ 572.00 (Single User License)

ID: SDDBE5976F2EN

Abstracts

The fifth largest spirits producer, Suntory, has a wide-ranging portfolio that places it in a strong position to adapt to evolving demand trends. However, it remains heavily reliant on just two markets - the US and Japan. This narrow geographic spread presents a potential challenge to the future growth of the company, as does the rise of micro-distillers and the shifting focus of major rivals. This report examines Suntory's strategic approach and considers where future opportunities might lie.

Euromonitor International's Suntory Holdings Ltd 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.

Why buy this report?

Get a detailed picture of the Spirits 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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