

Tsingtao Brewery Co Ltd in Alcoholic Drinks (Taiwan)

<https://marketpublishers.com/r/TF8408F6615EN.html>

Date: November 2014

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: TF8408F6615EN

Abstracts

Tsingtao Brewery Corp Taiwan will continue to strengthen its local roots, placing great emphasis on Tsingtao as a locally-made beer brand. In a highly competitive area where the leader dominates the whole market, Tsingtao Brewery Corp Taiwan will remain focused on heavily promoting its brand and using price as a key factor to attract price-sensitive consumers. The newly-identified female consumer group offers the company an area to explore more than the mass market beer area, allowing the...

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 Tsingtao Brewery Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

 Summary 2 Tsingtao Brewery Co Ltd: Competitive Position 2013

I would like to order

Product name: Tsingtao Brewery Co Ltd in Alcoholic Drinks (Taiwan)

Product link: <https://marketpublishers.com/r/TF8408F6615EN.html>

Price: US\$ 572.00 (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/TF8408F6615EN.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