

Unilever Jerónimo Martins Lda in Hot Drinks (Portugal)

<https://marketpublishers.com/r/U3256819DFAEN.html>

Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U3256819DFAEN

Abstracts

The main objective of Unilever Jerónimo Martins Lda is to continue to build a solid and sustainable portfolio of leading international brands with the aim of gaining a strong position in Portugal where it is the leader in tea. In 2009, Unilever repositioned its products, transforming Lipton into a more premium offering and launching Rotulo Azul as a value-for-money brand. It launched new products in 2012 and is expected to continue innovating over the forecast period.

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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

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.

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 Unilever Jerónimo Martins Lda: Key Facts

Company Background

Competitive Positioning

Summary 2 Unilever Jerónimo Martins Lda: Competitive Position 2012

I would like to order

Product name: Unilever Jerónimo Martins Lda in Hot Drinks (Portugal)

Product link: <https://marketpublishers.com/r/U3256819DFAEN.html>

Price: US\$ 150.00 (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/U3256819DFAEN.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