

# Universal Robina Corp in Hot Drinks (Philippines)

<https://marketpublishers.com/r/U1107F28246EN.html>

Date: May 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: U1107F28246EN

## Abstracts

Universal Robina's performance in hot drinks will continue to be driven by its brand Great Taste White coffee variant. It is expected that the company will continue to sustain the popularity of the brand through the support of advertising. However, the company's success is dependent on this one brand, the company is therefore threatened by new launches from Nescafe and Kopiko over the forecast period. Great Taste White will continue to bank on its unique creamy and sweet flavour profile and...

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 Universal Robina Corp: Key Facts

Summary 2 Universal Robina Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Universal Robina Corp: Competitive Position 2013

## I would like to order

Product name: Universal Robina Corp in Hot Drinks (Philippines)

Product link: <https://marketpublishers.com/r/U1107F28246EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U1107F28246EN.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