

Vi?a Concha y Toro SA in Alcoholic Drinks (World)

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Abstracts

Export markets remain critical for Vi?a Concha y Toro amidst increasing competition from international brands and pressures from a premiumisation strategy. Direct commercial and distribution operations in key markets have allowed the company to increase its retail presence and thus increase market share in key battlegrounds. New products were focused on extending the premium positioning of the company's main brands and venturing into new categories in its home market, Chile.

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Euromonitor International's Vi?a Concha y Toro SA in Alcoholic Drinks (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: Beer, Cider/Perry, RTDs, 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.

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