

# Vincon Vrancea SA in Alcoholic Drinks (Romania)

<https://marketpublishers.com/r/V4456929ED9EN.html>

Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V4456929ED9EN

## Abstracts

Vincon Vrancea is the leading wine producer in Romania in volume terms. Its success came from intensive branding activity and heavy expenditure in promotions. The main objective of the company remains to add further value to the business and premiumisation of its brands to also become the leading producer in value terms. At the moment, this poses a big challenge in an economic climate where consumers are migrating from premium brands to standard and economy; however, the company remains...

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 Vincon Vrancea SA: Key Facts

Summary 2 Vincon Vrancea SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Vincon Vrancea SA: Competitive Position 2012

## I would like to order

Product name: Vincon Vrancea SA in Alcoholic Drinks (Romania)

Product link: <https://marketpublishers.com/r/V4456929ED9EN.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/V4456929ED9EN.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