

William Grant & Sons in Spirits (World)

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Abstracts

Primarily known as a player in Scotch whisky, in recent years William Grant has broadened its portfolio through a mixture of brand innovation such as Hendrick's and acquisition with Drambuie. While a number of these brands have performed well it needs to develop them further. This profile looks at how it has done so far and what more it needs to do.

Euromonitor International's William Grant & Sons in Spirits (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: Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

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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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