

Spirit Markets in Africa to 2018 - Market Size, Trends, and Forecasts

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Abstracts

This industry report package offers the most up-to-date market data on the actual market situation, trends, and future outlook for spirits in different African countries. The package includes spirit country reports from the following countries:

Egypt, Ethiopia, Ghana, Morocco, Nigeria, South Africa

The reports include historic market data from 2007 to 2013 and forecasts until 2018 which makes the reports an invaluable resource for industry executives, marketing, sales and product managers, analysts, and other people looking for key industry data in readily accessible and clearly presented tables and graphs.

The latest market data for this research include:

Overall spirit market size, 2007-2018

Spirit market size by product segment, 2007-2018

Growth rates of the overall spirit market and different product segments, 2007-2018

Shares of different product segments of the overall spirit market, 2007, 2013 and 2018

Market Potential Rates of the overall spirit market and different product segments

The product segments discussed in the data reports include:

Gin

Liqueurs

Rum

Whiskies

Vodka

Other spirits

The reports help answering the following questions:

What is the current size of the spirit market in different African countries?

How is the spirit market divided into different product segments?

How are the overall market and different product segments growing?

How is the market predicted to develop in the future?

What is the market potential compared to other countries?

Among the key reasons to purchase include the following:

Gain an outlook of the historic development, current market situation, trends, and future outlook of the spirit market in different African countries to 2018

Track industry trends and identify market opportunities

Plan and develop marketing, market-entry, market expansion, and other business strategies by identifying the key market trends and prospects

Save time and money with the readily accessible key market data included in

the report. The market data is clearly presented and can be easily incorporated into presentations, internal reports, etc.

Contents

This market research report package includes country reports from the following countries: Egypt, Ethiopia, Ghana, Morocco, Nigeria, South Africa

Below you can find the table of contents for one of the reports. All the reports have a similar structure and content so that different countries can be easily compared with each other.

1. MARKET FOR SPIRITS IN THE COUNTRY IN QUESTION

- Overall Market
- Market by Type
 - Gin
 - Liqueurs
 - Rum
 - Whiskies
 - Vodka
 - Other spirits

2. FORECASTS AND FUTURE OUTLOOK

- Overall Market
- Market by Type
 - Gin
 - Liqueurs
 - Rum
 - Whiskies
 - Vodka
 - Other spirits

3. MARKET POTENTIAL RATES

4. SPIRIT MARKET SIZE COMPARED TO MARKET GROWTH IN DIFFERENT COUNTRIES

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