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

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Abstracts

The expansion of the global spirit industry is forecast to reach 4.1% p.a. in the coming years. Between 2007 and 2013 the market increased with an average annual growth of 12.4%. Currently, whiskies account for 21.3% of the global demand while the remaining market share is divided between liqueurs (7.3%), vodka (4.9%), rum (2.6%), gin (1.3%) and other spirits (62.5%).

China, Germany, India, Japan and the United States represent the largest spirit markets while the strongest annual growth is forecast to occur in Vietnam (12.5%), Bolivia (12.4%), United States (9.7%), Bangladesh (9.5%) and Azerbaijan (8.9%).

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

Argentina, Armenia, Australia, Austria, Azerbaijan, Bangladesh, Bolivia, Bulgaria, Canada, Chile, China, Colombia, Czech Republic, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Germany, Ghana, Greece, Hungary, India, Ireland, Italy, Japan, Jordan, Kazakhstan, Kyrgyzstan, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Mexico, Moldova, Mongolia, Morocco, Nepal, Nigeria, Norway, Panama, Peru, Philippines, Poland, Portugal, Romania, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Thailand, Turkey, Ukraine, United Kingdom, United States, Uruguay, Vietnam

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.

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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 the world and in different countries?

How is the spirit market divided into different product segments?

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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 the world 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.

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Contents

This market research report package includes a global spirit market report as well as country reports from the following countries:
Argentina, Armenia, Australia, Austria, Azerbaijan, Bangladesh, Bolivia, Bulgaria, Canada, Chile, China, Colombia, Czech Republic, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Germany, Ghana, Greece, Hungary, India, Ireland, Italy, Japan, Jordan, Kazakhstan, Kyrgyzstan, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Mexico, Moldova, Mongolia, Morocco, Nepal, Nigeria, Norway, Panama, Peru, Philippines, Poland, Portugal, Romania, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Thailand, Turkey, Ukraine, United Kingdom, United States, Uruguay, Vietnam

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.

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

2. FORECASTS AND FUTURE OUTLOOK

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Market by Type
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Liqueurs
Rum
Whiskies
Vodka
Other spirits

3. MARKET POTENTIAL RATES

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

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