

Top Five Global Beverage Companies: Performance, Strategies, and Competitive Analysis, December 2012

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Abstracts

The global beverage industry, after experiencing high growth over the last five years, is expected to reach approximately US \$1,347 billion in 2017 with a CAGR of 4.6% over the next five years. Innovation strategy is followed by the players to fulfill continuous changing demand and effectively compete in the highly fragmented beverage industry.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global beverage companies. It presents its findings in “Top Five Global Beverage Companies: Performance, Strategies, and Competitive Analysis.” The report provides detailed insight into the performance of the top five beverage companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The beverage industry is fast-growing sector that did not feel much impact from the global recession as the demand for its product is continuously rising. In this study, Lucintel thoroughly profile the following five companies with detailed competitive assessments:

Anheuser-Busch InBev

Heineken Holding NV

PepsiCo, Inc.

SABMiller Plc

The Coca-Cola Company

In the global beverage industry, the Asia Pacific region saw the highest growth during the last five years, as high performance by Asian countries was witnessed during the economic turmoil as compared to other regions.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five beverage companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of an effective marketing and sales plan.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global beverage companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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