

# Monster Beverage Corp - Company Profile and SWOT Analysis

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## Abstracts

Monster Beverage Corp %li%Company Profile and SWOT Analysis

### Summary

Monster Beverage Corp %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### Key Highlights

Monster Beverage Corp (Monster Beverage) develops, markets, and distributes an assortment of energy drinks. Its product portfolio includes carbonated energy drinks, energy shakes, high performance energy drinks and pure energy seltzers. The company markets and sells products under various brand names such as Monster Energy, BPM, BU, Java Monster, Muscle Monster, Burn, Nalu, NOS, Mother, Reign, Play, Power Play, Samurai, and Ultra Energy. Its major clients include bottlers and full-service beverage distributors, retail grocery and specialty chains, wholesalers, club stores, value stores, e-commerce retailers, mass merchandisers, convenience chains, drug stores, foodservice customers, and the military. The company's operations are spread across the Americas, Asia-Pacific, Europe, the Middle East and Africa. Monster Beverage is headquartered in Corona, California, the US.

### Scope

Detailed information on Monster Beverage Corp required for business and

### competitor intelligence needs

A study of the major internal and external factors affecting Monster Beverage Corp in the form of a SWOT analysis

An in-depth view of the business model of Monster Beverage Corp including a breakdown and examination of key business segments

Intelligence on Monster Beverage Corp's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Monster Beverage Corp, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

### Reasons to Buy

Gain understanding of Monster Beverage Corp and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Monster Beverage Corp as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Monster Beverage Corp's business structure, strategy and prospects.

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