

Global Rum Market Research Report 2016

https://marketpublishers.com/r/2A58115451BEN.html

Date: November 2016

Pages: 112

Price: US\$ 2,900.00 (Single User License)

ID: 2A58115451BEN

Abstracts

Notes:

Production, means the output of Rum

Revenue, means the sales value of Rum

This report studies Rum in Global market, especially in North America, Europe, China, Japan, Southeast Asia and India, focuses on top manufacturers in global market, with capacity, production, price, revenue and market share for each manufacturer, covering

Bacardi
Havana Club
HSE Habitation Saint-Etienne
Captain Morgan
Pernod Ricard
Stroh Austria GmbH
Boomsma
Coruba

Mount Gay



Α	ng	OS	stι	ıra

Market Segment by Regions, this report splits Global into several key Regions, with production, consumption, revenue, market share and growth rate of Rum in these regions, from 2011 to 2021 (forecast), like

regions, from 2011 to 2021 (forecast), like
North America
Europe
China
Japan
Southeast Asia
India
Split by product type, with production, revenue, price, market share and growth rate o each type, can be divided into
Industrial Rum
Agricole Rum
Type III
Split by application, this report focuses on consumption, market share and growth rate of Rum in each application, can be divided into
Application 1

Application 2



Application 3



Contents

Global Rum Market Research Report 2016

1 RUM MARKET OVERVIEW

- 1.1 Product Overview and Scope of Rum
- 1.2 Rum Segment by Type
 - 1.2.1 Global Production Market Share of Rum by Type in 2015
 - 1.2.2 Industrial Rum
 - 1.2.3 Agricole Rum
 - 1.2.4 Type III
- 1.3 Rum Segment by Application
- 1.3.1 Rum Consumption Market Share by Application in 2015
- 1.3.2 Application
- 1.3.3 Application
- 1.3.4 Application
- 1.4 Rum Market by Region
 - 1.4.1 North America Status and Prospect (2011-2021)
 - 1.4.2 Europe Status and Prospect (2011-2021)
 - 1.4.3 China Status and Prospect (2011-2021)
 - 1.4.4 Japan Status and Prospect (2011-2021)
 - 1.4.5 Southeast Asia Status and Prospect (2011-2021)
 - 1.4.6 India Status and Prospect (2011-2021)
- 1.5 Global Market Size (Value) of Rum (2011-2021)

2 GLOBAL RUM MARKET COMPETITION BY MANUFACTURERS

- 2.1 Global Rum Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 Global Rum Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 Global Rum Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Rum Manufacturing Base Distribution, Sales Area and Product Type
- 2.5 Rum Market Competitive Situation and Trends
 - 2.5.1 Rum Market Concentration Rate
 - 2.5.2 Rum Market Share of Top 3 and Top 5 Manufacturers
 - 2.5.3 Mergers & Acquisitions, Expansion

3 GLOBAL RUM CAPACITY, PRODUCTION, REVENUE (VALUE) BY REGION (2011-2016)



- 3.1 Global Rum Capacity and Market Share by Region (2011-2016)
- 3.2 Global Rum Production and Market Share by Region (2011-2016)
- 3.3 Global Rum Revenue (Value) and Market Share by Region (2011-2016)
- 3.4 Global Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
- 3.5 North America Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
- 3.6 Europe Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
- 3.7 China Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
- 3.8 Japan Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
- 3.9 Southeast Asia Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)
- 3.10 India Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

4 GLOBAL RUM SUPPLY (PRODUCTION), CONSUMPTION, EXPORT, IMPORT BY REGIONS (2011-2016)

- 4.1 Global Rum Consumption by Regions (2011-2016)
- 4.2 North America Rum Production, Consumption, Export, Import by Regions (2011-2016)
- 4.3 Europe Rum Production, Consumption, Export, Import by Regions (2011-2016)
- 4.4 China Rum Production, Consumption, Export, Import by Regions (2011-2016)
- 4.5 Japan Rum Production, Consumption, Export, Import by Regions (2011-2016)
- 4.6 Southeast Asia Rum Production, Consumption, Export, Import by Regions (2011-2016)
- 4.7 India Rum Production, Consumption, Export, Import by Regions (2011-2016)

5 GLOBAL RUM PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 5.1 Global Rum Production and Market Share by Type (2011-2016)
- 5.2 Global Rum Revenue and Market Share by Type (2011-2016)
- 5.3 Global Rum Price by Type (2011-2016)
- 5.4 Global Rum Production Growth by Type (2011-2016)

6 GLOBAL RUM MARKET ANALYSIS BY APPLICATION

- 6.1 Global Rum Consumption and Market Share by Application (2011-2016)
- 6.2 Global Rum Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities



- 6.3.1 Potential Applications
- 6.3.2 Emerging Markets/Countries

7 GLOBAL RUM MANUFACTURERS PROFILES/ANALYSIS

- 7.1 Bacardi
 - 7.1.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.1.2 Rum Product Type, Application and Specification
 - 7.1.2.1 Type I
 - 7.1.2.2 Type II
- 7.1.3 Bacardi Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.1.4 Main Business/Business Overview
- 7.2 Havana Club
- 7.2.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.2.2 Rum Product Type, Application and Specification
 - 7.2.2.1 Type I
 - 7.2.2.2 Type II
- 7.2.3 Havana Club Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 7.2.4 Main Business/Business Overview
- 7.3 HSE Habitation Saint-Etienne
 - 7.3.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.3.2 Rum Product Type, Application and Specification
 - 7.3.2.1 Type I
 - 7.3.2.2 Type II
- 7.3.3 HSE Habitation Saint-Etienne Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.3.4 Main Business/Business Overview
- 7.4 Captain Morgan
 - 7.4.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.4.2 Rum Product Type, Application and Specification
 - 7.4.2.1 Type I
 - 7.4.2.2 Type II
- 7.4.3 Captain Morgan Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.4.4 Main Business/Business Overview
- 7.5 Pernod Ricard
 - 7.5.1 Company Basic Information, Manufacturing Base and Its Competitors



- 7.5.2 Rum Product Type, Application and Specification
 - 7.5.2.1 Type I
 - 7.5.2.2 Type II
- 7.5.3 Pernod Ricard Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.5.4 Main Business/Business Overview
- 7.6 Stroh Austria GmbH
 - 7.6.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.6.2 Rum Product Type, Application and Specification
 - 7.6.2.1 Type I
 - 7.6.2.2 Type II
- 7.6.3 Stroh Austria GmbH Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.6.4 Main Business/Business Overview
- 7.7 Boomsma
 - 7.7.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.7.2 Rum Product Type, Application and Specification
 - 7.7.2.1 Type I
 - 7.7.2.2 Type II
- 7.7.3 Boomsma Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.7.4 Main Business/Business Overview
- 7.8 Coruba
 - 7.8.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.8.2 Rum Product Type, Application and Specification
 - 7.8.2.1 Type I
 - 7.8.2.2 Type II
- 7.8.3 Coruba Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.8.4 Main Business/Business Overview
- 7.9 Mount Gay
 - 7.9.1 Company Basic Information, Manufacturing Base and Its Competitors
 - 7.9.2 Rum Product Type, Application and Specification
 - 7.9.2.1 Type I
 - 7.9.2.2 Type II
- 7.9.3 Mount Gay Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.9.4 Main Business/Business Overview
- 7.10 Zacapa



- 7.10.1 Company Basic Information, Manufacturing Base and Its Competitors
- 7.10.2 Rum Product Type, Application and Specification
- 7.10.2.1 Type I
- 7.10.2.2 Type II
- 7.10.3 Zacapa Rum Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
 - 7.10.4 Main Business/Business Overview
- 7.11 Angostura

8 RUM MANUFACTURING COST ANALYSIS

- 8.1 Rum Key Raw Materials Analysis
 - 8.1.1 Key Raw Materials
 - 8.1.2 Price Trend of Key Raw Materials
 - 8.1.3 Key Suppliers of Raw Materials
 - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
 - 8.2.1 Raw Materials
 - 8.2.2 Labor Cost
 - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Rum

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Rum Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Rum Major Manufacturers in 2015
- 9.4 Downstream Buyers

10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 10.1 Marketing Channel
 - 10.1.1 Direct Marketing
 - 10.1.2 Indirect Marketing
 - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
 - 10.2.1 Pricing Strategy
 - 10.2.2 Brand Strategy
 - 10.2.3 Target Client



10.3 Distributors/Traders List

11 MARKET EFFECT FACTORS ANALYSIS

- 11.1 Technology Progress/Risk
 - 11.1.1 Substitutes Threat
 - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

12 GLOBAL RUM MARKET FORECAST (2016-2021)

- 12.1 Global Rum Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 Global Rum Production, Consumption Forecast by Regions (2016-2021)
- 12.3 Global Rum Production Forecast by Type (2016-2021)
- 12.4 Global Rum Consumption Forecast by Application (2016-2021)
- 12.5 Rum Price Forecast (2016-2021)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

Author List
Disclosure Section
Research Methodology
Data Source
China Disclaimer



List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Rum

Figure Global Production Market Share of Rum by Type in 2015

Figure Product Picture of Industrial Rum

Table Major Manufacturers of Industrial Rum

Figure Product Picture of Agricole Rum

Table Major Manufacturers of Agricole Rum

Figure Product Picture of Type III

Table Major Manufacturers of Type III

Table Rum Consumption Market Share by Application in 2015

Figure Application 1 Examples

Figure Application 2 Examples

Figure Application 3 Examples

Figure North America Rum Revenue (Million USD) and Growth Rate (2011-2021)

Figure Europe Rum Revenue (Million USD) and Growth Rate (2011-2021)

Figure China Rum Revenue (Million USD) and Growth Rate (2011-2021)

Figure Japan Rum Revenue (Million USD) and Growth Rate (2011-2021)

Figure Southeast Asia Rum Revenue (Million USD) and Growth Rate (2011-2021)

Figure India Rum Revenue (Million USD) and Growth Rate (2011-2021)

Figure Global Rum Revenue (Million UDS) and Growth Rate (2011-2021)

Table Global Rum Capacity of Key Manufacturers (2015 and 2016)

Table Global Rum Capacity Market Share by Manufacturers (2015 and 2016)

Figure Global Rum Capacity of Key Manufacturers in 2015

Figure Global Rum Capacity of Key Manufacturers in 2016

Table Global Rum Production of Key Manufacturers (2015 and 2016)

Table Global Rum Production Share by Manufacturers (2015 and 2016)

Figure 2015 Rum Production Share by Manufacturers

Figure 2016 Rum Production Share by Manufacturers

Table Global Rum Revenue (Million USD) by Manufacturers (2015 and 2016)

Table Global Rum Revenue Share by Manufacturers (2015 and 2016)

Table 2015 Global Rum Revenue Share by Manufacturers

Table 2016 Global Rum Revenue Share by Manufacturers

Table Global Market Rum Average Price of Key Manufacturers (2015 and 2016)

Figure Global Market Rum Average Price of Key Manufacturers in 2015

Table Manufacturers Rum Manufacturing Base Distribution and Sales Area

Table Manufacturers Rum Product Type



Figure Rum Market Share of Top 3 Manufacturers

Figure Rum Market Share of Top 5 Manufacturers

Table Global Rum Capacity by Regions (2011-2016)

Figure Global Rum Capacity Market Share by Regions (2011-2016)

Figure Global Rum Capacity Market Share by Regions (2011-2016)

Figure 2015 Global Rum Capacity Market Share by Regions

Table Global Rum Production by Regions (2011-2016)

Figure Global Rum Production and Market Share by Regions (2011-2016)

Figure Global Rum Production Market Share by Regions (2011-2016)

Figure 2015 Global Rum Production Market Share by Regions

Table Global Rum Revenue by Regions (2011-2016)

Table Global Rum Revenue Market Share by Regions (2011-2016)

Table 2015 Global Rum Revenue Market Share by Regions

Table Global Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table North America Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table Europe Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table China Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table Japan Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table Southeast Asia Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table India Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Table Global Rum Consumption Market by Regions (2011-2016)

Table Global Rum Consumption Market Share by Regions (2011-2016)

Figure Global Rum Consumption Market Share by Regions (2011-2016)

Figure 2015 Global Rum Consumption Market Share by Regions

Table North America Rum Production, Consumption, Import & Export (2011-2016)

Table Europe Rum Production, Consumption, Import & Export (2011-2016)

Table China Rum Production, Consumption, Import & Export (2011-2016)

Table Japan Rum Production, Consumption, Import & Export (2011-2016)

Table Southeast Asia Rum Production, Consumption, Import & Export (2011-2016)

Table India Rum Production, Consumption, Import & Export (2011-2016)

Table Global Rum Production by Type (2011-2016)

Table Global Rum Production Share by Type (2011-2016)

Figure Production Market Share of Rum by Type (2011-2016)

Figure 2015 Production Market Share of Rum by Type

Table Global Rum Revenue by Type (2011-2016)

Table Global Rum Revenue Share by Type (2011-2016)



Figure Production Revenue Share of Rum by Type (2011-2016)

Figure 2015 Revenue Market Share of Rum by Type

Table Global Rum Price by Type (2011-2016)

Figure Global Rum Production Growth by Type (2011-2016)

Table Global Rum Consumption by Application (2011-2016)

Table Global Rum Consumption Market Share by Application (2011-2016)

Figure Global Rum Consumption Market Share by Application in 2015

Table Global Rum Consumption Growth Rate by Application (2011-2016)

Figure Global Rum Consumption Growth Rate by Application (2011-2016)

Table Bacardi Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Bacardi Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Bacardi Rum Market Share (2011-2016)

Table Havana Club Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Havana Club Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Havana Club Rum Market Share (2011-2016)

Table HSE Habitation Saint-Etienne Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table HSE Habitation Saint-Etienne Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure HSE Habitation Saint-Etienne Rum Market Share (2011-2016)

Table Captain Morgan Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Captain Morgan Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Captain Morgan Rum Market Share (2011-2016)

Table Pernod Ricard Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Pernod Ricard Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Pernod Ricard Rum Market Share (2011-2016)

Table Stroh Austria GmbH Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Stroh Austria GmbH Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Stroh Austria GmbH Rum Market Share (2011-2016)

Table Boomsma Basic Information, Manufacturing Base, Sales Area and Its



Competitors

Table Boomsma Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Boomsma Rum Market Share (2011-2016)

Table Coruba Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Coruba Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Coruba Rum Market Share (2011-2016)

Table Mount Gay Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Mount Gay Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Mount Gay Rum Market Share (2011-2016)

Table Zacapa Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Zacapa Rum Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Zacapa Rum Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Rum

Figure Manufacturing Process Analysis of Rum

Figure Rum Industrial Chain Analysis

Table Raw Materials Sources of Rum Major Manufacturers in 2015

Table Major Buyers of Rum

Table Distributors/Traders List

Figure Global Rum Capacity, Production and Growth Rate Forecast (2016-2021)

Figure Global Rum Revenue and Growth Rate Forecast (2016-2021)

Table Global Rum Production Forecast by Regions (2016-2021)

Table Global Rum Consumption Forecast by Regions (2016-2021)

Table Global Rum Production Forecast by Type (2016-2021)

Table Global Rum Consumption Forecast by Application (2016-2021)



I would like to order

Product name: Global Rum Market Research Report 2016

Product link: https://marketpublishers.com/r/2A58115451BEN.html

Price: US\$ 2,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/2A58115451BEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970