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The Top 10 Spirits Companies

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The Top 10 Spirits Companies

Summary

The top 10 spirits companies currently account for a quarter of the global market after a period of industry consolidation. A trend towards inorganic growth is perhaps no surprise given that many of these manufacturers have had to deal with a stagnating global economy. This report will look at the top 10 players and assess the different approaches to fueling growth and innovation.

Synopsis

- In-depth interviews with industry insiders will keep the reader abreast of the latest developments and thinking from within the leading companies.
- Understand the future growth strategies for the leading spirits companies and how they differ.
- Assess which categories will drive growth in the main emerging markets and how spirits companies can exploit prevailing trends.
- Understand how spirit companies are using acquisitions to diversify their products ranges and spur growth in the absence of organic expansion.
- Analyze the strategies of second-tier companies, which need to differentiate their approach to separate themselves from Diageo and Pernod Ricard.

Reasons To Buy

- How important is geographic diversity to leading spirits companies?
- Which of the major spirits companies are ripe for acquisition and who is likely to acquire them?
- How are companies such as Bacardi or Remy Martin dealing with sluggish growth in Western markets?
- Where is growth going to come in China outside of leading categories? Could there be an opportunity in traditional spirits such as baiju?
- How are Edrington and Bacardi dealing with the narrow focus of their brand portfolios?

Key Highlights

Diageo's acquisition of India's United Spirits fits perfectly into its strategy to raise its profile in the world's faster growing markets and enhances its position as the leading premium drinks company.

Cognac and single-malt whiskey are showing high growth across emerging markets, which is providing opportunities for companies with an emphasis on the luxury side of the market. Whiskey company William Grant <https://www.businessresearchstore.com/product/232525> office@sectorpublishing.com to order

and cognac-maker Remy Martin have both shown very strong growth in recent years.

Although a focused brand portfolio has proved successful for some companies, especially those with a luxury offering, product diversification is becoming more important. This is something that companies like Beam and Brown-Forman are starting to look at, although their current innovation is dominated by new flavor variants to existing products.

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