

# Leading Players of the Global Alcoholic Beverage Industry

## Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

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Exclusive extracts from this 80-page-long report:

### - Who are the key players?

The alcoholic beverage market is highly competitive. In the wine and spirits segments, transnational corporations (Pernod Ricard, Diageo, Suntory, Brown-Forman, LVMH), which usually market their brands internationally, face competition from a myriad of local producers (Heaven Hill, Constellation Brands, Sazerac, Altia, Stock Spirits....). The beer industry is highly consolidated, with the top four brewers (AB InBev, SABMiller, Heineken and Carlsberg) capturing over half of global demand. [...]

Groups analysed in this report include: **Anheuser-Busch InBev, Heineken, Diageo, Carlsberg, Pernod Ricard, Asahi-Alcohol Beverages, LVMH – Wines & Spirits, Brown-Forman, Campari and Remy Cointreau.**

### - What are the players' strategies?

Declining beer demand, driven partly by demographics (Europe), as well as by consumers shifting towards healthier, non/low-alcohol beverages, is putting a lot of pressure on Heineken's traditional category of products. As a result, the group intends to accelerate the growth of its cider category, building on the success of its cider brands such as Strongbow Dark Fruit, Strongbow Cloudy Apple and Old Mout. Heineken aims to consolidate its leading cider positions in several countries (Romania, Ireland, the Czech Republic, Mexico or North America), as well as enter geographies where the category is virtually unknown, such as Bulgaria, Hungary and Italy. [...]

### - What are the players' key growth and profitability drivers?

While Heineken has experienced slower volume growth in recent years due to deteriorating macroeconomic conditions worldwide, revenues were lifted by inorganic moves and currency impacts; Faced with declining profitability (15.0% in 2015 vs. 20.1% in 2012), Heineken has been exiting geographies where it lacks sufficient scale, while reinvesting in emerging beer markets. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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