

## **Lavazza SpA, Luigi in Hot Drinks (World)**

Global Strategy | 2023-02-01 | 37 pages | Euromonitor

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### **Report description:**

This global company profile examines Lavazza and assesses how it has responded to the challenging operating environment in 2022 through a strategy focused on premiumisation and experience, among other factors. It looks at the performance in key markets, places Lavazza in the global context with other major brands and looks at areas for future growth.

Euromonitor International's Lavazza SpA, Luigi in Hot Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Hot Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hot Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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