

Heineken NV in Beer (World)

Global Strategy | 2022-12-01 | 37 pages | Euromonitor

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Report description:

Heineken has been making good progress in recovering from pandemic-driven disruption; however, along with the rest of the industry, it is now having to contend with sharp rises in costs and the potential impact of the cost of living crisis on demand. Innovation seeks to broaden the appeal of core brands, while expansion in non-alcoholic beer remains a focus. Heineken is also exploring opportunities further afield. Digital initiatives are increasingly central to company strategy.

Euromonitor International's Heineken NV in Beer (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Alcoholic 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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