

## **Carlsberg A/S in Beer (World)**

Global Strategy | 2024-03-27 | 37 pages | Euromonitor

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### **Report description:**

Expansion in Asia Pacific is a long-standing focus for Carlsberg as it contends with maturity and volume stagnation in many of its established European beer markets. Its leading market, China, remains central to strategy, while non-alcoholic beer offers a bright spot in Europe, as moderation influences demand. However, economic uncertainty means Carlsberg is navigating a highly challenging environment, with beer volumes under pressure in much of the world.

Euromonitor International's Carlsberg A/S 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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