

Marktanalyse - Beer, Cider and FABs in Latin America to 2013

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- Abstract zur Studie
- Inhalts- / Tabellenverzeichnis
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Introduction

This databook provides key data and information on the beer, cider and FABs market covering eight countries in Latin America. This report is a comprehensive resource for market, category and segment level

data including value, distribution share and company & brand share.

Scope

*Contains information on three categories: beer, cider and FABs .

*Market, category and segment level information on value with historic (2003-2008) and forecast (2009-2013) data

*Category level company and brand share as well as distribution share information for 2007 and 2008

*Review of the top two companies within the beer, cider and FABs . market, including company overview, key facts and business description

Highlights

The market for beer, cider and FABs . in Latin America increased at a compound annual growth rate of 2.8% between 2003 and 2008.

The beer category led the beer, cider and FABs .market in Latin America, accounting for a share of 98.8%.

The leading players in the Latin American beer, cider and FABs .market include Anheuser-Busch InBev, FEMSA and Grupo Modelo, SA de CV.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the beer, cider and FABs .market in Latin America

*Design effective marketing and sales strategies by identifying key market categories and segments

*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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