Vodka Market in Europe 2014-2018

Description: About Vodka

Vodka is the second largest segment of the Global Spirits market, accounting for a share of 15.75 percent in 2013. Countries such as Russia, Poland, Ukraine, Latvia, Estonia, Lithuania, and the Czech Republic are driving the Vodka market in Europe. The alcohol content is usually 40 percent by volume for the above countries and 37.5 percent by volume for other European countries as established by the European Union.

The analysts forecast the Vodka market in Europe on the basis of revenue and volume to grow at a CAGR of 0.84 percent and -0.64 percent, respectively, over the period 2013-2018.

Covered in this Report
This report covers the present scenario and the growth prospects of the Vodka market in Europe for the period 2014-2018. To calculate the market size, the report considers the total sales and consumption of vodka in Europe.

The report, the Vodka Market in Europe 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Eastern and Western of Europe; it also covers the Vodka market in Europe landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions
- Eastern Europe
- Western Europe

Key Vendors
- Belvedere
- CEDC
- Diageo
- Gruppo Campari
- Nemiroff
- Pernod Ricard

Other Prominent Vendors
- Bacardi
- Brown-Forman
- Iceberg Vodka
- Proximo Spirits
- Remi Contreau
- Savor Stoli
- Soyuz Vichtan
- ZYR Vodka
- The Reyka Distillery

Market Drivers
- Dominance of Unflavored Vodka

Market Challenges
- Competition from Non-alcoholic Beverages

Market Trends
- Increased Demand for Healthy Vodka

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the Key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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