Southern Europe: Whisky Market

Description: This report presents a strategic analysis of the whisky market in Southern Europe and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, trends, growth and demand drivers, etc.

The purpose of the report is to describe the state of the whisky market in Southern Europe, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, trends, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the publisher’s unique methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the whisky market in Southern Europe covers the following countries: Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Greece, Italy, Malta, Montenegro, Portugal, Romania, Serbia, Slovenia, and Spain.

The report on the whisky market in Southern Europe includes:

- Analysis and forecast for the economy of Southern Europe;
- Analysis and forecast of the market size, value and dynamics;
- Market structure (by origin, by country (includes breakdown of all indicators by all 33 analyzed countries), by types of products, etc.);
  - Volume, dynamics and analysis of domestic production (past, current and future);
  - Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);
  - Volume, dynamics and analysis of imports (past, current and future);
  - Volume, dynamics and analysis of exports (past, current and future);
  - Volume, dynamics and analysis of consumption (past, current and future);
- Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.) and the competitive landscape;
- Value chain analysis;
- Analysis and forecast of the trends and levels of supply and demand on the market;
- Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);
- Country opportunity analysis;
- Analysis of the major trade flows;
- Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

- Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;
- Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;
- Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;
- Strategically assess market growth potential, demand drivers and restraints on the market;
- Explore and identify new market opportunities in the countries and regions within the market;
- Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;
- See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);
- Get acquainted with the leading companies on the market;
- Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;
- Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;
- Build your investment strategy by assessing market attractiveness or company attractiveness;
- Build your own market entry or market expansion strategy or evaluate your current strategy;
- Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the whisky market in Southern Europe, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward.

This report is 75% ready and is in completion stage. The final version of the research report will be presented up to 5 working days after your order. If you purchase the Enterprise License, you will get an Excel sheet with all the quantitative information in up to 2 working days after your purchase.

Contents:

1. Introduction
   1.1. Report description
   1.2. Research methodology
   2. Executive summary
   3. Characteristics of whisky
   4. Characteristics and analysis of raw materials base
5. State of the economy of Southern Europe
   5.2. Forecast for the development of the economy of Southern Europe for 2016-2019
   6. Overview and analysis of the whisky market in Southern Europe
   6.3. Structure of the whisky market in Southern Europe by origin
   6.4. Structure of the whisky market in Southern Europe by country
   6.5. Key recent trends on the whisky market in Southern Europe
   6.6. Competitive landscape of the market
   6.7. Country opportunity analysis
   6.8. Key drivers and restraints for the market development in the medium term
   6.9. Forecast for development of the whisky market in Southern Europe for 2016-2021
   7. Overview and analysis of the domestic production of whisky in Southern Europe
   7.2. Structure of the Southern European production of whisky by countries
   7.3. Characteristics of the main companies, producers of whisky in Southern Europe
   8. Characteristics and analysis of the prices of whisky in Southern Europe
   8.1. Value chain analysis
   8.2. Structure of price formation
   8.4. Characteristics of other prices of whisky
   9. Foreign trade operations of whisky in Southern Europe
   10. Overview and analysis of the imports of whisky to the Southern European market
   10.2. Major trade inflows of whisky imports to Southern Europe
   10.3. Structure of the imports of whisky by types of products
   10.4. Prices of imported whisky in Southern Europe
   11. Overview and analysis of the Southern European exports of whisky
   11.2. Major trade outflows of whisky exports from Southern Europe
   11.3. Structure of the Southern European exports of whisky by types of products
   11.4. Prices of Southern European exports of whisky
   12. Characteristics of the consumption of whisky in Southern Europe
   12.2. Structure of the consumption of whisky in Southern Europe in 2011-2015 (by origin, by channel)
   12.3. Structure of the consumption of whisky in Southern Europe by country
   12.4. Volume, value and dynamics of the per capita consumption of whisky in Southern Europe in 2011-2015
   12.5. Balance between supply and demand on the whisky market in Southern Europe in 2011-2015 and forecast for 2016-2021
   13. Forecast for development of the whisky market in Southern Europe for 2016-2021
13.1. Factors, influencing the development of the whisky market in Southern Europe in the medium term
13.2. Forecast for market development in the medium term under three possible scenarios

About the Publisher

List of Tables:
- Key indicators on the whisky market in Southern Europe in 2011-2015
- Key indicators of the economy of Southern Europe in 2011-2015
- Forecast for the economy of Southern Europe for 2016-2019
- Volume and dynamics of the whisky market in Southern Europe in 2011-2015
- Value and dynamics of the whisky market in Southern Europe in 2011-2015
- Structure of the whisky market in Southern Europe in 2011-2015, in physical terms
- Structure of the whisky market in Southern Europe in 2011-2015, in value terms
- Structure of the whisky market in Southern Europe by origin in 2011-2015, in physical terms
- Structure of the whisky market in Southern Europe by origin in 2011-2015, in value terms
- Structure of the whisky market in Southern Europe by country in 2011-2015, in physical terms
- Structure of the whisky market in Southern Europe by country in 2011-2015, in value terms
- Country opportunity analysis
- Volume and dynamics of the domestic production of whisky in Southern Europe in 2011-2015
- Value and dynamics of the domestic production of whisky in Southern Europe in 2011-2015
- Structure of the domestic production of whisky in Southern Europe by producing countries in 2011-2015, in volume terms
- Structure of the domestic production of whisky in Southern Europe by producing countries in 2011-2015, in value terms
- Value chain analysis of the whisky market in Southern Europe
- Cost breakdown of the price formation of whisky in Southern Europe, in %
- Volume and dynamics of the average producer prices of whisky in Southern Europe in 2011-2015
- Volume and dynamics of other prices of whisky in Southern Europe (wholesale, distributor, retail, etc.) in 2011-2015
- Trade balance of whisky foreign trade in Southern Europe in 2011-2015, in physical terms
- Trade balance of whisky foreign trade in Southern Europe in 2011-2015, in value terms
- Volume and dynamics of the imports of whisky to Southern Europe in 2011-2015
- Value and dynamics of the imports of whisky to Southern Europe in 2011-2015
- Main countries, importing whisky to Southern Europe in 2011-2015, in physical terms
- Main countries, importing whisky to Southern Europe in 2011-2015, in value terms
- Structure of the imports of whisky by types of whisky in 2011-2015, in physical terms
- Structure of the imports of whisky by types of whisky in 2011-2015, in value terms
- Average prices of imported whisky to Southern Europe in 2011-2015
- Volume and dynamics of the Southern European exports of whisky in 2011-2015
- Value and dynamics of the Southern European exports of whisky in 2011-2015
- Recipient countries of the Southern European exports of whisky in 2011-2015, in physical terms
- Recipient countries of the Southern European exports of whisky in 2011-2015, in value terms
- Structure of the Southern European exports of whisky by types of whisky in 2011-2015, in physical terms
- Structure of the Southern European exports of whisky by types of whisky in 2011-2015, in value terms
- Average prices of the Southern European exports of whisky in 2011-2015
- Volume and dynamics of the consumption of whisky in Southern Europe in 2011-2015
- Value and dynamics of the consumption of whisky in Southern Europe in 2011-2015
- Structure of the consumption of whisky in Southern Europe in 2011-2015, in physical terms
- Structure of the consumption of whisky in Southern Europe in 2011-2015, in value terms
- Structure of the consumption of whisky in Southern Europe by consuming countries in 2011-2015
- Volume and dynamics of the per capita consumption of whisky in Southern Europe in 2011-2015
- Value and dynamics of the per capita consumption of whisky in Southern Europe in 2011-2015
- Balance between supply and demand on the whisky market in Southern Europe in 2011-2015 and forecast for 2016-2021, in physical terms
- Balance between supply and demand on the whisky market in Southern Europe in 2011-2015 and forecast for 2016-2021, in value terms
- Forecast for the total supply of whisky in Southern Europe for 2016-2021 (under the framework of the base scenario), in physical and value terms
- Forecast for the total supply of whisky in Southern Europe for 2016-2021 (under the framework of the pessimistic scenario), in physical and value terms
- Forecast for the total supply of whisky in Southern Europe for 2016-2021 (under the framework of the optimistic scenario), in physical and value terms

List of Figures:
Volume and dynamics of the whisky market in Southern Europe in 2011-2015
Value and dynamics of the whisky market in Southern Europe in 2011-2015
Structure of the whisky market in Southern Europe in 2011-2015, in physical terms
Structure of the whisky market in Southern Europe in 2011-2015, in value terms
Structure of the whisky market in Southern Europe by origin in physical terms in 2011-2015
Structure of the whisky market in Southern Europe by origin in value terms in 2011-2015
Structure of the whisky market in Southern Europe by country in 2011-2015, in physical terms
Structure of the whisky market in Southern Europe by country in 2011-2015, in value terms
Volume and dynamics of the domestic production of whisky in Southern Europe in 2011-2015
Value and dynamics of the domestic production of whisky in Southern Europe in 2011-2015
Structure of the domestic production of whisky in Southern Europe by producing countries in 2011-2015, in volume terms
Structure of the domestic production of whisky in Southern Europe by producing countries in 2011-2015, in value terms
Value chain analysis of the whisky market in Southern Europe
Structure of the whisky price formation in Southern Europe, in %
Deviation of the average producer prices of whisky in Southern Europe in 2011-2015
Trade balance of whisky foreign trade in Southern Europe in 2011-2015, in physical terms
Trade balance of whisky foreign trade in Southern Europe in 2011-2015, in value terms
Value and dynamics of the imports of whisky to Southern Europe in 2011-2015
Main countries, importing whisky to Southern Europe in 2011-2015, in physical terms
Main countries, importing whisky to Southern Europe in 2011-2015, in value terms
Volume and dynamics of the imports of whisky by types of whisky in 2011-2015
Value and dynamics of the imports of whisky by types of whisky in 2011-2015
Average prices of imported whisky to Southern Europe in 2011-2015
Volume and dynamics of the Southern European exports of whisky in 2011-2015
Value and dynamics of the Southern European exports of whisky in 2011-2015
Recipient countries of the Southern European exports of whisky in 2011-2015, in physical terms
Recipient countries of the Southern European exports of whisky in 2011-2015, in value terms
Structure of the Southern European exports of whisky by types of whisky in 2011-2015, in physical terms
Structure of the Southern European exports of whisky by types of whisky in 2011-2015, in value terms
Average prices of the Southern European exports of whisky in 2011-2015
Volume and dynamics of the consumption of whisky in Southern Europe in 2011-2015
Value and dynamics of the consumption of whisky in Southern Europe in 2011-2015
Structure of the consumption of whisky in Southern Europe in 2011-2015, in physical terms
Structure of the consumption of whisky in Southern Europe in 2011-2015, in value terms
Structure of the consumption of whisky in Southern Europe by consuming countries in 2011-2015
Volume and dynamics of the per capita consumption of whisky in Southern Europe in 2011-2015
Value and dynamics of the per capita consumption of whisky in Southern Europe in 2011-2015
Balance between supply and demand on the whisky market in Southern Europe in 2011-2015 and forecast for 2016-2021, in physical terms
Balance between supply and demand on the whisky market in Southern Europe in 2011-2015 and forecast for 2016-2021, in value terms
Forecast for the total supply of whisky in Southern Europe for 2016-2021 (under the framework of the base scenario), in physical and value terms
Forecast for the total supply of whisky in Southern Europe for 2016-2021 (under the framework of the pessimistic scenario), in physical and value terms
Forecast for the total supply of whisky in Southern Europe for 2016-2021 (under the framework of the optimistic scenario), in physical and value terms

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3210241/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Southern Europe: Whisky Market
Web Address: http://www.researchandmarkets.com/reports/3210241/
Office Code: SCBRBGWX

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>□</td>
<td>USD 1999</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>□</td>
<td>USD 2499</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>□</td>
<td>USD 2999</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

- ☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

- ☐ Pay by check: Please post the check, accompanied by this form, to:
  Research and Markets,
  Guinness Center,
  Taylors Lane,
  Dublin 8,
  Ireland.

- ☐ Pay by wire transfer: Please transfer funds to:
  Account number 833 130 83
  Sort code 98-53-30
  Swift code ULSBIE2D
  IBAN number IE78ULSB98533083313083
  Bank Address Ulster Bank,
  27-35 Main Street,
  Blackrock,
  Co. Dublin,
  Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp