Hot Drinks Market Reports: Bundle Offer

Description: This bundle includes three in depth reports covering the Hot Drinks Market on both a global scale and on an individual country of your choice.


The report provides a review of the latest news and key events in the global hot drinks market during July 2015.

Key Findings:

- Using this report marketers will effectively gain an insight into the latest happenings in the global hot drinks market throughout the month.

- The monthly report provides the reader with the top-line data necessary to quickly keep abreast of latest events in the global hot drinks market on a monthly basis.

2. Quality, Indulgence, and Premiumization Strategies in Alcohol, Soft Drinks, and Hot Drinks - Defending Against Margin Erosion

Quality Indulgence and Premiumization Strategies in Alcohol Soft Drinks and Hot Drinks - defending against margin erosion provides a comprehensive overview and strategic analysis of how brands can effectively defend their profits despite the emergence of value competitors. The report focuses on the strategy of premiumization to encourage consumers to trade-up in terms of both price and quality. The growing popularity of private label alternatives is also addressed - and what brands can learn from them and ultimately defend themselves against discounters by offering consumers the highest quality and drive sales.

Reasons To Buy:

- This report provides the knowledge and insight to aid branded manufacturers to defend against margin erosion from the competition and consumers value-seeking behavior.

- This report identifies the future directions for manufacturers to target changing consumption habits as ethicality quality and craftsmanship become increasingly influential.

- The growing popularity of private labels can be detrimental to brands; this report will identify the key areas in which to defend against incursion from private label products and regain lost market share.

3. Consumer and Market Insights: Hot Drinks Market in (Country of your choice):

From the following choices:

Consumer and Market Insights: Hot Drinks Market in Argentina
Consumer and Market Insights: Hot Drinks Market in Australia
Consumer and Market Insights: Hot Drinks Market in Austria
Consumer and Market Insights: Hot Drinks Market in Belgium
Consumer and Market Insights: Hot Drinks Market in Brazil
Consumer and Market Insights: Hot Drinks Market in Bulgaria
Consumer and Market Insights: Hot Drinks Market in Canada
Consumer and Market Insights: Hot Drinks Market in Chile
Consumer and Market Insights: Hot Drinks Market in China
Consumer and Market Insights: Hot Drinks Market in Colombia
Consumer and Market Insights: Hot Drinks Market in Czech Republic
Consumer and Market Insights: Hot Drinks Market in Denmark
Consumer and Market Insights: Hot Drinks Market in Egypt
Consumer and Market Insights: Hot Drinks Market in Finland
Consumer and Market Insights: Hot Drinks Market in France
Consumer and Market Insights: Hot Drinks Market in Germany
Consumer and Market Insights: Hot Drinks Market in Greece
Consumer and Market Insights: Hot Drinks Market in Hong Kong
Consumer and Market Insights: Hot Drinks Market in Hungary
Consumer and Market Insights: Hot Drinks Market in India
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Consumer and Market Insights: Hot Drinks Market in South Africa
Consumer and Market Insights: Hot Drinks Market in South Korea
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Consumer and Market Insights: Hot Drinks Market in Sweden
Consumer and Market Insights: Hot Drinks Market in Thailand
Consumer and Market Insights: Hot Drinks Market in Turkey
Consumer and Market Insights: Hot Drinks Market in UAE
Consumer and Market Insights: Hot Drinks Market in USA
Consumer and Market Insights: Hot Drinks Market in Ukraine
Consumer and Market Insights: Hot Drinks Market in United Kingdom
Consumer and Market Insights: Hot Drinks Market in Venezuela

The Consumer and Market Insights: Hot Drinks Market reports provides in-depth information on value and volume data by category and distribution channel. Leading brands the most opportunistic foodservice channels and packaging material and container consumption are also covered.

*For detailed descriptions please click on the links to the reports shown below. Two of the countries are listed below as a sample of what is included for the Consumer and Market Insights: Hot Drinks Market Reports.

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