



Passport

BEHNOUSH IRAN CO IN ALCOHOLIC DRINKS (IRAN)

Euromonitor International

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BEHNOUSH IRAN CO

STRATEGIC DIRECTION

- Behnough Iran Co aims to strengthen its leadership in non-alcoholic beer, a position which has been challenged by newcomers such as Arpanoosh Co. The company is seeking to improve the quality and packaging of its products as well as launch new and attractive flavours in order to maintain its leadership. Improving distribution will also be a key priority for the company so as to ensure the widespread availability of its products.

KEY FACTS

Summary 1 Behnough Iran Co: Key Facts

Full name of company:	Behnough Iran Co
www:	www.behnoughiran.com
Activities:	Manufacturer of non-alcoholic beer, soft drinks, sour milk drinks in returnable glass bottles, malt extract for biscuits and other products and chocolate-based drinks

Source: Euromonitor International from company reports, company research

COMPETITIVE POSITIONING

- Behnough Iran Co was established on 5 May 1966 and began operations on 1 May 1971 with an investment of IRR3 million. Behnough Iran consists of three companies - Behnough Iran Co, Iran Behnough Star and Behnough Gachsaran. The company's major shareholders are Bonyad Mostazafan, Sina Investment and Iran National Investment Co.
- The company maintained its leadership in non-alcoholic beer in Iran in 2014 with a 40% share of total volume sales. It has also successfully penetrated many other neighbouring markets, including Saudi Arabia, Afghanistan, Pakistan, Afghanistan and Oman.
- Behnough Iran's variety of products and packaging is one of its major competitive advantages. It is the only company offering more than 15 different non-alcoholic beer products in Iran.
- With the emergence of new players such as Arpanoosh Co and Sirang Koohrang Co, Behnough Iran Co's volume share fell by two percentage points in 2014.

Summary 2 Behnough Iran Co: Competitive Position 2014

Product type	Total volume share	Rank
Alcoholic drinks	40.0%	1
Non-alcoholic beer	40.0%	1

Source: Euromonitor International from company reports, trade interviews