

Soft Drinks Market in Eastern Europe - Product Launch Quarterly

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Abstracts

Introduction

Datamonitor's Soft Drinks market in Eastern Europe – Product Launch Quarterly provides a complete guide to new product launches in the Eastern Europe soft drinks market in Q3 2010. This report includes detailed data on products including Package Type, Package Material, # SKUs, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the soft drinks market in the Eastern Europe, with data from 2004 to 2009 and forecasts to 2014.

Scope

Soft Drinks market in Eastern Europe - New product SKUs by category

Soft Drinks market in Eastern Europe - New product SKUs by manufacturer

Soft Drinks market in Eastern Europe - New product by pack type and materials

Soft Drinks market in Eastern Europe – New Product descriptions

Highlights

229 product SKUs launched in the Eastern Europe soft drinks market

Juices is the leading category in the Eastern Europe soft drinks market

Rauch Group is the leading manufacturer of new soft drinks products in the Eastern Europe

Reasons to Purchase

Tracking your competitors latest innovations (and trends)

Determine product innovation patterns by studying the characteristics of innovation activity in the Eastern Europe Soft Drinks market

Analyze trends in product development over time

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229 product skus launched in the Eastern Europe soft drinks market

Juices is the leading category in the Eastern Europe soft drinks market

Rauch Group is the leading manufacturer of new soft drinks products in the Eastern Europe

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Majority of the products launched in the soft drinks market used plastic as the package material

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