

Anamarija Co doo in Hot Drinks (Croatia)

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Abstracts

Over the forecast period, Anamarija will seek to improve its position in the Croatian hot drinks market by launching new products, strengthening its distribution network and stepping up promotional support for its established ranges. The company will also work to reduce operating and production costs to enable it to maintain its competitive pricing strategy.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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