

# Andros SAS in Soft Drinks (France)

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## Abstracts

Andros is likely to take advantage of its reputation in the food industry in order to convince consumers to buy its soft drinks. The company is expected to strengthen its presence in 100% juice and premium nectars. It is likely to follow the health and wellness trend by launching new juices.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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