

Arcor SAIC in Soft Drinks (Argentina)

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Abstracts

Arcor's BC brand is very strong and the company is expected to increase its focus on nectars (25-99% juice), which is likely to perform well in the forecast period. In January 2012, the company entered powder concentrates with the launch of its Arcor and BC brands.

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Contents

Strategic Direction Key Facts Summary 1 Arcor SAIC: Key Facts Summary 2 Arcor SAIC: Operational Indicators Competitive Positioning Summary 3 Arcor SAIC: Competitive Position 2016



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