

## Aspasia 92 OOD in Soft Drinks (Bulgaria)

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### Abstracts

Aspasia 92 OOD is among the leading Bulgarian soft drinks manufacturers whose main strategic objective is to increase its market share and improve market position within several soft drinks categories such as fruit/vegetable juice, carbonates, bottled water and ice tea. Its mode of operations is in line with the needs and demands of its clients who demand high-quality drinks at an affordable price. These are the primary reasons why, since 1993, the company permanently invests in market research...

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**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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