

Atlanta SA in Soft Drinks (Greece)

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Abstracts

During the forecast period, Atlanta will focus on boosting its value share in RTD tea in Greece. Aggressive price discounting and promotional activities at points of sale will remain central to the company's strategy for attracting consumers. Atlanta also plans to expand distribution for its products and is set to introduce new flavour ranges.

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.

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

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