

# Atlantic Grupa dd in Hot Drinks (Croatia)

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## Abstracts

Stabilising its leading position in coffee in Serbia and Slovenia, Atlantic Grupa has started to push its brands into Croatian hot drinks as well. 2015 witnessed some innovation and new launches in instant coffee and tea. However, the company still has a long way to go to reach the top in Croatia, as the leading player, Franck dd, is multiple times bigger in terms of value share.

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