

Baltika Pivovarennaya Kompaniya OOO in Alcoholic Drinks (Russia)

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Abstracts

Baltika aims to remain as the overall leader of beer in Russia, meanwhile diversifying its product portfolio by non-beer brands, both alcoholic and non-alcoholic. To maintain and to increase its share of beer across all segments, Baltika applies flexible tactics adapting prices, packaging and product varieties according to changing consumer demand and tightened competition in a shrinking market. In particular, the company is increasing its production capacity of non-alcoholic beer that has enjoy...

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