

# Barnies Saudi Arabia in Hot Drinks (Saudi Arabia)

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## Abstracts

Barnies Saudi Arabia is aiming to improve its value share by offering a wide variety of products in both the off-trade and on-trade channels to the growing number of young coffee drinkers. It also aims to invest in expanding its own coffee shops and improving sales in them over the forecast period.

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## Contents

Strategic Direction

Key Facts

    Summary 1 Barnies Saudi Arabia: Key Facts

Company Background

Production

Competitive Positioning

    Summary 2 Barnies Saudi Arabia: Competitive Position 2014

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