

# Bomba! Energy Drink Kft in Health and Wellness (Hungary)

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## Abstracts

The Hungarian market is highly relevant for Bomba! Energy Drink Kft and the company is expected to focus on product development in order to stay competitive and to meet government regulations related to ingredients. Its main strategy is to offer a good-quality fashionable product at an affordable price. The key challenge is in product formula development to find a proper balance between ingredients able to deliver key benefits an energy drink is associated with but avoid sanctions and...

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