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Britvic Plc in Soft Drinks (Ireland)

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Abstracts

Britvic Ireland is expected to continue to grow through the renewal of its licence to distribute PepsiCo brands in Ireland in the future. It is also expected to focus on its own brands through marketing and the development of new products to attract additional consumers. The company will likely also continue to strategically target demographic groups such as millennials.

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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