

Cadbury Nigeria Plc in Hot Drinks (Nigeria)

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Abstracts

Following years of slow revenue growth, share loss, and profit loss, the key strategic aim for Cadbury Nigeria is to improve the performance of its core Cadbury Bournvita brand whilst improving profit margins. It will also focus on its newer Cadbury Hot Chocolate Drink 3-in-1, positioned in the less mature chocolate-based flavoured powder drinks category, which has performed well since being launched in 2014.

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