

# Cay Isletmeleri Genel Müdürlüğü in Health and Wellness (Turkey)

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## Abstracts

Cay Isletmeleri Genel Müdürlüğü (CAYKUR) is one of the most established companies in Turkey and is the leader in HW tea. The company's strong image and good reputation also benefits its HW RTD tea sales within soft drinks. To this end, the company invested in new product developments in terms of ingredients and packaging in 2014-2016, which resulted in very strong value sales growth for the company within soft drinks in 2016. Over the forecast period, the company plans to gain a higher share to...

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