

# Cay Isletmeleri Genel Müdürlüğü in Soft Drinks (Turkey)

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## Abstracts

Cay Isletmeleri Genel Mudurlugu (CAYKUR) is amongst the most established companies in the country, and is the leader in tea in the hot drinks market. The company's strong image and good reputation also benefit its RTD tea sales within soft drinks. To this end, the company invested in new product developments in terms of ingredients and packaging in the last couple of years of the review period, which resulted in astonishing actual value sales growth for the company within the soft drinks market...

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