

Cía de Bebidas Pepsico SA in Soft Drinks (Spain)

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Abstracts

Cía de Bebidas Pepsico continued to struggle to maintain its volume sales in the current economic scenario. In 2013 the company focused on two fronts in order to reverse the downwards trend in consumption of its products in Spain: on the one hand, the company continued to fiercely compete in terms of price in the retail channel, by offering discount packs and formats in key retailers such as Mercadona. On the other hand, the multinational continued to develop new products adapted to the current...

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