

Cía Servicios de Bebidas Refrescantes SL in Soft Drinks (Spain)

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Abstracts

In 2013 Cía Servicios de Bebidas Refrescantes, the leader in soft drinks, continued to strengthen its position in a market which was hard-hit by the effects of the economic recession on consumer spending. The company maintained a stable position thanks to the popularity and high loyalty of Spanish consumers to its brands, including Coca-Cola, Fanta, Aquarius and Nestea.

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