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CHI Ltd in Soft Drinks (Nigeria)

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Abstracts

CHI Ltd aims to continue to grow its share in soft drinks through the provision of high-quality fruit products that are packaged according to global standards. It aims therefore to continue to expand the range of its quite popular Chi juice brand, investing in new products and production facilities. It will also continue to concentrate on ensuring widespread distribution and visibility at points of sale.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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