

Chicobel SA in Hot Drinks (Belgium)

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Abstracts

Chicobel has positioned its Pacha brand as a naturally-healthy hot drink with 100% plant-based origins. The company's focus is to try to benefit from the health and wellness trend. However its product, chicory, still has the reputation of being an outdated product. It is unlikely to witness any significant reverse in the current trend in Belgium which features a declining popularity of chicory amongst the younger generation. The consequence of that trend can be witnessed below in the evolution o...

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