

# Cia Brasileira de Bebidas in Health and Wellness (Brazil)

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## Abstracts

Cia Brasileira de Bebidas (AmBev) ranked second within health and wellness soft drinks with a value share of 11% in 2012 which was stable compared to the previous year. The company focused investments on attractive categories under higher growth rates like sports drinks and energy drinks under Gatorade and Fusion brands, respectively. Also, the company in a partnership with PepsiCo invested significant resources to boost sales of Pepsi carbonate brand including both versions in standard regular...

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## Contents

Strategic Direction

Key Facts

Summary 1 Cia Brasileira de Bebidas: Key Facts

Summary 2 Cia Brasileira de Bebidas: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Cia Brasileira de Bebidas: Competitive Position 2011

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