

Coca-Cola Amatil (NZ) Ltd in Retailing (New Zealand)

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Abstracts

With the increasing trend towards healthier lifestyles, the demand for sweetened drinks from vending machines is expected to decline over the forecast period. This negative impact will be further fuelled by the actions by Auckland council and numerous hospitals in banning the sale of sweetened drinks via channels such as vending to promote healthier lifestyles. Coca-Cola Amatil (NZ)'s lack of an unsweetened or pure juice range has been a disadvantage to the company.

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