

Coca-Cola Entreprises SA in Soft Drinks (France)

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Abstracts

Coca-Cola Entreprises SA aims to maintain its leading position in soft drinks over the forecast period. The company is expected to continue to invest heavily in product innovation and advertising to boost its sales. In order to better respond to growing consumer health concerns, Coca-Cola Entreprises SA is likely to invest further in naturally sweetened soft drinks in order to reduce the sugar content of its products. There is a strong possibility that the company will launch cola carbonates...

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